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THE NATIONAL NEWSPAPER OF MARKETING

Outdoor Ad Field Hears Good, Bad Washington News

Interior Department to Stiffen Rules as House Moves to Relax Controls

WASHINGTON, May 22—Two major moves involving the government's regulation of outdoor advertising along the new interstate highway system emerged this week:

• 1. Taking its cue from the Department of Commerce, the Department of the Interior announced it plans to tighten up its rules with respect to the erection of outdoor boards on public land adjoining the highways.

• 2. But—reflecting congressional uneasiness about the stringency of the Commerce Department's rules—the House public roads committee approved legislation which confines the outdoor control program to rural areas.

As the guardian of public land in some of the nation's most scenic spots, the Interior Department long ago adopted rules specifying that outdoor advertising permits would be issued only to owners of establishments wishing to advertise products for sale on premises located within 30 miles of the sign.

Now Interior Secretary Fred Seaton has announced that his department's rules will be brought into accord with more complicated standards set last fall by the Department of Commerce.

(*Continued on Page* 111)

New Merchandising Ideas Get Test in N.Y. Supermarkets

NEW YORK, May 21—Four revolutionary merchandising ideas are being tested in supermarkets in this area which tie in various products and services with supermarket operations.

• Last week, Vim Electric Co. opened a concession in a Safeway supermarket in Springfield, N.J. (a suburb of Newark), for the sale of electric appliances.

• Within the next two weeks, Frank G. Shattuck Co., operator of 48 restaurants and eight retail shops under the Schrafft name, will lease 48' of display space in the same Springfield Safeway supermarket where it will sell Schrafft brand frozen foods, baked goods and candies. Arrangements are also being worked out by Shattuck for similar tests in H. C. Bohack and Peter Reeves supermarkets in New York City.

• A Safeway supermarket in East Brunswick, N.J., will soon test customer acceptance to installation of a bank of 12 washing machines and three dryers which will enable customers to do their washing while they shop.

• American stores will open an Acme supermarket within a week in Clifton, N. J., under the same roof with a W. T. Grant Co. variety store. The two stores will share a common entrance but will have a glass wall dividing them.

■ The Vim-Safeway concession deal offers a display of major appliances and electric housewares in 2,000 sq. ft. of space in the rear of the Safeway store.

(*Continued on Page* 111)

COOL, MAN!—*Business publications will carry user benefit ads this summer when General Electric runs this ad for its water cooler line (story on Page* 11).

Esty-Underwood Rift Developed as Ads Misfired

Business Machine Maker Cuts Budget, Reslants Ads to Business Papers

NEW YORK, May 20—A high-flying advertising campaign and some old college ties were severely ruptured this week when Underwood Corp. and William Esty Co. said they "have mutually agreed to terminate their relationship effective July 15."

The announcement said the decision was reached "as a result of Underwood's desire to redirect its advertising effort from mass consumer media to specialized business and trade paper schedules."

But observers speculated that this was a polite way of saying that Underwood, operating at a loss for the past three years, was

(*Continued on Page* 8)

Smith 'Dismayed' at 'Unfair' Criticism of TV

Sell Own Wares, Urges S. C. Johnson Exec; TV 'Is Prosperity Booster'

For more news and pictures of the ANA see Pages 3 *and* 110.

CHICAGO, May 21—Attacks on television made by competing media were deplored here yesterday by Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, Racine, which last year put more than $7,000,000 of an $8,681,000 advertising budget into television.

He singled out for a session of the Assn. of National Advertisers meeting the assaults made on television by *Fortune*, "a major weekly magazine" and "associations, bureaus and what not," which "scurry around looking for any straw that can be turned into a stone to hurl at tv."

Mr. Smith said last fall's *Fortune* article on tv was "a serious disservice to the public and the advertiser," as well as to television.

"This kind of criticism—without being objective, and of questionable use of data and fact—obfuscates and beclouds the real issues, and ultimately tends to confuse some advertisers and business managements," he said.

The Johnson ad boss was critical of the tactics of an unnamed "media association" which, he said, had been "attacking tv in a direct mail campaign to advertisers and agencies." Mr. Smith said the media group told him in a letter that it felt compelled to attack tv "because we cannot sell in a vacuum."

■ This response, said Mr. Smith, perhaps indicated that the media association felt it "had no virtues or benefits to point out about its own properties."

He urged all media representatives to "tell us what the advantages are about your own wares. Show us where sales vitality for our companies lies in using your properties. We and our agencies can make the comparisons and analyses. If television is wrong for us, we will be the first to know it, because we will feel it in our cash registers."

Mr. Smith said he was "a little dismayed" at the unending criticism of television leveled by "de-

(*Continued on Page* 110)

ANA Sets Plan to Improve Public's Image of Advertising

CHICAGO, May 21—Advertising's public image—pushed and pulled and poked out of shape more and more in recent years—is going to get a plastic surgery job soon, with the Assn. of National Advertisers wielding the beautifying knife.

Henry Schachte, exec vp of Lever Bros. and board chairman of the ANA, told that group's spring meeting today that the industry would no longer be "tongue-tied dolts at communicating anything about the basic relationship of demand stimulation through advertising to high employment, to prosperity, to a rising living standard, to a vigorous economy."

He said the ANA is giving top priority to a program headed by its public and government relations committee, which will welcome help "from any and all advertising and media groups."

■ As outlined by Mr. Schachte, the program—which will be ready for the ANA's meeting next fall—will put emphasis on management's orientation to advertising;

(*Continued on Page* 110)

At NNPA Meeting . . .

If Agencies Scorn Dailies' Data, Let 'em Dig Their Own, Irwin Says

'Enquirer' Exec Calls Demands on Print Media Stiffer Than on Broadcast

MIAMI BEACH, May 19—Lashing out at agencies which have criticized the market research and merchandising of daily newspapers, Joel L. Irwin, advertising promotion manager of the *Cincinnati Enquirer*, today proposed that agencies do some of their own market research and merchandising.

"Why isn't the conscientious agency serving a client just as interested in finding out whether he's spending the client's money properly?" Mr. Irwin asked, in a talk at the national convention of National Newspaper Promotion Assn.

"What ever happened to the agency-sponsored market study? They seem to be always criticizing our surveys, our methods, and our merchandising at the point of sale or to the retail trade.

"If ours is so poor, why don't they do it themselves with a small percentage of the advertising ap-

(*Continued on Page* 107)

Public Has Poor Image of Dailies, NNPA Is Told

MIAMI BEACH, May 19—Two newspaper executives yesterday warned members of the National Newspaper Promotion Assn. that the public has a bad and distorted image of newspapers. They urged newspapers to do everything possible to correct this situation.

The two executives were James L. Knight, publisher of the *Miami Herald*, and William P. Steven, vp and executive editor, *Minneapolis Star* and *Tribune*. Both men spoke at the national NNPA convention here.

■ "You, the newcomers to the trade, must be the leaders in overthrowing our uncomplimentary image," Mr. Knight said. "Newspapers need to tell the story of their strengths.

"Newspapers ought to interest the job-seeking youth. We need to examine our sales staff to see if we are dull—aged—dowdy—and are dependent on the lunch and

(*Continued on Page* 107)

Last Minute News Flashes

Lestoil Introduces Lestare, New Laundry Bleach

HOLYOKE, MASS., May 22—Lestoil Inc. will introduce a new powder laundry bleach, Lestare, in selected test markets in New England about June 15. The general marketing and advertising pattern will follow the Lestoil formula of moving into a few test markets at a time and hitting hard with a run-of-schedule spot tv campaign. Some introductory newspaper ads may be used. Jackson Associates, agency for Lestoil, will handle the company's second product.

McCormick Consolidates Account at L&N

BALTIMORE, May 22—McCormick & Co., packer and distributor of teas, spices and food products, will move its Fluffy instant potatoes and Fun, its instant soft drink, from Doherty, Clifford, Steers & Shenfield to Lennen & Newell Sept. 1. This will consolidate advertising for all of the company's products at L&N.

Top-Wip Account Moves from D'Arcy to K&E

LOS ANGELES, May 22—Reddi-Wip Inc. has named Kenyon & Eckhardt to handle advertising for Top-Wip, low calorie pressurized whip, effective July 1. D'Arcy Advertising Co. is the previous agency.

Deltex Names Bliss Agency for Adventure

NEW YORK, May 22—Deltex Industries Inc. has named Ben B. Bliss Co. to handle Adventure, a new liquid dish detergent. A 30¢-off introductory promotion is scheduled for the New York area in early summer. Newspapers, spot radio and television will be used.

(*Additional News Flashes on Page* 111)

BBDO Needs 2-Car Garage With New Valiant

Agency Expected to Add New Chrysler Small Car Billings to De Soto

DETROIT, May 22—Chrysler Corp. has named Batten, Barton, Durstine & Osborn to handle advertising for the Valiant, the small car which Chrysler will produce in the 1960 model year, ADVERTISING AGE learned today.

The budget for Valiant is still not set, automotive observers say, although some think it may range to $15,000,000.

Detroit sources believed that BBDO won a small intramural competition to handle Valiant (which once carried the working brand name of Falcon during the preliminary planning period); it was thought that three present Chrysler agencies were heard around Christmas—N. W. Ayer & Son, Leo Burnett Co., and BBDO—with BBDO getting the nod in Jan-

(*Continued on Page* 111)

Food Advertising, Heaviest in Spot, Led '58 Spending in TV, TvB Reports

P&G, Lever, Colgate Were Top Advertisers in Twin TV Media

NEW YORK, May 21—National and regional television drew its customers from 32 separate broad categories of business during 1958, according to the first annual combined spot and network tv analysis released this week by the Television Bureau of Advertising.

Altogether the medium attracted 125 different types of national and regional advertisers. Its biggest strength was in the food and grocery products field, which spent $243,515,420 gross for tv time last year. Spot had the edge with this group, by about $28,000,000.

These figures include gross time charges only. The relative standing of spot and network would be changed radically in some cases if talent-production charges—very substantial in the case of network and generally much less for spot—were considered.

The second best source of tv billings was the cosmetics and toiletries industry, with estimated gross time expenditures of $126,107,799. Network got much the bigger play from these customers.

■ Drug products placed third, with billings of $98,224,639, pretty evenly divided between time bought through spot and on the networks. Headaches must be the national ailment; more than 25% of the drug outlay promoted headache remedies.

Tobacco products and supplies contributed $93,433,822 to the total tv take, with a ratio of about two to one in favor of network. Household laundry products followed at $76,237,980, with automotive products as the sixth biggest classification at $58,840,855.

Most of the 125 different types of advertisers were represented in both network and spot tv spending columns. Three—all of them institutional advertisers—used network only; they were automotive institutional, industrial materials institutional and chemicals institutional. Network got no business from about 13 of the 125, but most of the non-network users were of a regional nature.

■ Along with the analysis of category spending, TvB released a list of the top 100 tv advertisers for 1958—spot and network combined (*see Page* 70). The leaders for spot and network, separately, were published earlier (AA, March 23, 30). The spot data comes from

(*Continued on Page* 112)

Advertisers Offer Film as Part of TV Co-op Material: TvB

NEW YORK, May 20—Of the manufacturers who offer television cooperative materials to their dealers, more than two out of three include tv film commercials, it was pointed out in the second edition of the co-op tv plans catalog issued by the Television Bureau of Advertising.

Entitled "Manufacturer Cooperative Television Plans and Dealer Aids," the 1959 issue includes 370 listings, of which 249 offer film commercials. This shows a slight edge over last year's listings where 228 out of 345 companies provided the film commercials. The 1959 listings are broken down into 26 categories.

The 157-page, loose-leaf booklet also shows that 298 of the 370 listings offer co-op allowances to their dealers, a small decrease from the 296 out of 345 companies which made such allowances last year.

Primarily intended as a sales tool for member stations, the booklet is also available to advertising agencies, manufacturers, wholesalers and retailers at $8.50 per copy. #

Profit 'in the Bag' in Crown Zellerbach Bagsman Promotion

SAN FRANCISCO, May 19—Crown Zellerbach Corp., one of the nation's largest producers of paper products, and its agency, Lennen & Newell, have launched a new art, Bagsmanship, designed to save the nation's grocery trade "thousands of dollars in paper grocery carrying bags."

Playing on the recent fame of British humorist Stephen Potter, father of Gamesmanship, Lifemanship and One-upmanship, Crown Zellerbach has culminated two years of planning with a complete program of Bagsmanship, including training kits and "professors of Bagsmanship."

■ "Bagsmanship," explains Bruce V. Parsons, food stores services

(*Continued on Page* 66)

PRACTICE—*Crown Zellerbach sales representatives practice proper loading of carry-bags during the intensive four-day training course on the Bagsmanship program. Besides becoming expert bagmen, the 98 representatives had instruction in all other features of the bag maker's new service for food merchants.*

AMITY—*Rudolf Farner (left), European regional vp of the International Advertising Assn., shakes hands with Vincent Tutching, IAA president, as a compromise ends dissension at the start of the organization's Vienna conclave.*

At 89, Ex-Adman Tremaine 'Atones for Sins' Committed in Pushing Aeolian Player Piano

WESTFIELD, N. J., May 14—Charles M. Tremaine, a cousin of the late Commodore J. Walter Thompson and onetime ad manager of the biggest player piano maker in the U.S., today looked back on his days as an adman with something less than nostalgia.

Mr. Tremaine, who celebrates his 89th birthday next month, quit the advertising business more than 50 years ago and still hasn't got over the experience.

■ As ad boss of the Aeolian Piano Co. (whose player piano made it possible for everyone to play, without hands, nearly as well as Ignace Paderewski), Mr. Tremaine spent a healthy sum every year weaning the populace away from local piano teachers.

"I spent $350,000 a year telling people it was a waste of time to learn to play the piano—the player piano could do it better," said Mr. Tremaine sorrowfully. "And I've been making amends ever since."

■ It all started, Mr. Tremaine told ADVERTISING AGE, when his cousin, J. Walter Thompson, gave him an agency job in the 1890s. After a couple of years of "doing everything" in the fledgling Thompson shop, he went to Aeolian where, he said, he "stepped on a lot of toes" and soon became ad manager and vp.

Recalling his stint as an ad manager, Mr. Tremaine indicated that

Charles Tremaine

the ad business hasn't changed much since the Gay Nineties.

"I discovered that advertising is nothing more than trying to get ahead of the other fellow. So I decided to quit that and start helping the other fellow instead.

"The world is filled with brilliant leaders who get people to do what they don't want to do. I thought it would be a good idea to enrich the lives of people for a change."

■ Since then, Mr. Tremaine feels he has done this, as well as having atoned for "sins" committed as an advertising manager. In 1916 he accepted an offer to head up the National Bureau for the Advancement of Music, an organization underwritten by the music industry to foster public interest in music.

And while he can't play a note himself (except on the player piano), he has since founded several national music cultural organizations and in addition is the founder of National Music Week. #

CBS Earnings Mount

Columbia Broadcasting System, New York, has reported a consolidated net income of $7,032,686 for the first quarter of 1959, compared with $6,518,039 for the comparable period of 1958. This is a gain of 7.9%. Net sales for the quarter hit $111,052,290 for a gain of 7.5% over the $103,296,857 total for the first quarter of 1958.

Temporary Pact Delays Ban on Patent Agent Ads

WASHINGTON, May 21—A four-way agreement today temporarily suspended the effective date of a patent office ban on advertising by patent agents, pending a court of appeals review of a lower court decision dismissing protests which had been filed by advertisers (AA, May 18).

The agreement was negotiated after Philip Kane, attorney handling the legal attack on the order, contended it was unfair to let the rule go into effect until full court review is completed.

Mr. Kane pointed out that his client can continue advertising because he is covered by a stay granted by the district court. But he emphasized that other patent companies can no longer place magazine advertising, because the order is due to go into effect July 1, so far as they are concerned.

■ The Department of Justice opposed any compromise, but the court of appeals suggested "a conference." As a result, the patent office promised not to enforce the order until 45 days after the final ruling by the court of appeals. In turn, the court of appeals fixed June 10 as a deadline for briefs and promised to hear arguments during June.

As a practical matter, the agreement opens the way for continued patent advertising through August. #

Europe Agencies Regroup, Eyeing Common Market

Opportunity, but 'More Ulcers Than Madison Ave.,' in ECM, IAA Is Told

By Milton Moskowitz
International Editor

VIENNA, May 19—European advertising displayed its strength here last week.

The 1959 Vienna congress of the International Advertising Assn. proved to be an impressive demonstration of the vitality of the European adman.

The congress was, in many ways, an odd mixture of the new and the old.

• The new was represented by the Europeans' keen awareness of modern marketing trends and their overwhelming confidence that the next decade will bring an outpouring of advertising such as Europe has never seen before. The theme of the three-day meeting was: "International Advertising—Lifestream of Progress."

• The old was represented by the backdrop—Vienna. On the eve of the conference, *Reader's Digest* welcomed the delegates with a lavish champagne reception at the Palais Auersperg, a magnificent baroque masterpiece of the *ancien regime*. The conference itself unfolded in Vienna's Neue Hofburg, another multi-splendored relic of the Hapsburg regime. There is little in the Greenbrier or Homestead to match this antique opulence.

■ Some 565 admen attended the congress—about one-third of them accompanied by their wives. Ex-

(*Continued on Page* 87)

Barborka Heads New Blair Unit

Division to Handle Creative, Marketing; Harrison to Chicago

NEW YORK, May 21—John Blair & Co., which has done a good deal of pioneering in the radio representation field, has set up a new unit within the company to handle creative and marketing services.

This creative and marketing services division will consolidate creative, sales development and marketing research activities under the direction of Clifford J. Barborka Jr., now vp and manager of

T. C. Harrison

Clifford Barborka

Blair's midwest office, in Chicago. He will transfer to New York to take over the new assignment. Also moving to New York as his assistant will be Esther Rauch, now midwest sales development manager.

John Blair, president of the company which bears his name, said this division is being created to provide greater service to stations and to advertisers. One of the largest radio representatives, Blair

(*Continued on Page* 112)

AFA to Hold 'Most Important' Meeting in June

Washington Activity to Hold Spotlight; July Seminar Set for Harvard

NEW YORK, May 19—When the Advertising Federation of America heads for its sessions in Minneapolis June 7-10, it will be confronting "the most important meeting in its history—and that includes the 1912 'truth in advertising' meeting in Boston."

That's what AFA President C. James Proud had to say this week about the Minneapolis conclave, a meeting at which AFA will consider:

• 1. The establishment of a fulltime legislative office in Washington.

• 2. Increased emphasis on advertising education, and the employment of a fulltime director of advertising education.

Mr. Proud said the Washington office should be ready for operation "within the year," if the convention follows the lead of the association's executive committee.

The AFA also called attention to its management seminar on advertising and marketing, the first session of which will be held at the Harvard graduate school of business administration July 5-11. The seminar will have 55 admen in attendance, and is being supervised by Robert D. Stuart, consultant to the AFA.

The committee for the seminar includes, besides Mr. Stuart, Emerson Foote. chairman, senior vp, McCann-Erickson; Thomas D'Arcy Brophy, former president, Kenyon & Eckhardt; James Egan, consultant; Howard Henderson, J. Walter Thompson Co.; Joseph Hobbins, Anaconda Co.; Thomas McCabe Jr., Scott Paper Co., and Olive Plunkett, Batten, Barton, Durstine & Osborn. Those who attend will pay $250. #

Galloup Christian Duggan

OBSERVE, GENTLEMEN—*Rex Galloup, petroleum industry sales manager of Rockwell Mfg. Co.'s Edward Valve subsidiary, explains a new line of valves to Richard Christian of Marsteller, Rickard, Gebhardt & Reed and A. L. Duggan, advertising and sales promotion manager of Edward.*

Marsteller Runs Nomadic Tulsa Shop for 12 Clients Exhibiting at Petroleum Show

TULSA, May 19—What with the oil industry holding a once-in-five-years equipment exhibition here and Marsteller, Rickard, Gebhardt & Reed listing a full dozen oil production equipment manufacturers among its clients, the agency's contingent down here this past week has been busier than a cat on a hot tin drilling rig.

The scene is the International Petroleum Exposition, this year celebrating the 100th anniversary of the industry. (It was in 1859 that Col. Edwin L. Drake set up the first commercial oil well—in Titusville, Pa.)

At this centennial event are thousands of visitors from 37 countries, touring displays of more than 2,000 exhibitors whose wares are spread across a 30-acre exhibition site.

■ The challenge of servicing 12 clients at such an affair—contacting customers, interviewing prospects, making presentations and surveys, entertaining, etc.—was perceived by Marsteller a year ago, when it resolved to set up and staff an advance base of operations for the occasion.

What the agency did was rent a house three blocks from the exposition grounds, equip it with files, cameras, industry reports, sales promotion literature, a mimeograph machine and other trappings.

For the ten-day exhibition, ten Marsteller men, representing its offices in Chicago, Houston, New York and Pittsburgh, have been living in, and operating out of, this house—marching off each day with detailed lists of clients, their exhibit places, prospects and a map of the exhibit area stuffed in their pockets.

■ The day's work begins with a breakfast meeting of all hands for a review of the day's plans and individual assignments. Then, through the course of the day, contacts with clients, prospects

(Continued on Page 54)

Tomorrow Really Another Day

DES MOINES, May 20—Overwhelmed by all the long-range electronic, etc., weather forecasting going over the air, South Des Moines National Bank has hit on a new public service: Forecast of tomorrow's day and date.

Radio spots for the bank, pushing the idea that today is a good day to start saving, go something like this.

"ANNOUNCER: The day and date forecast! (SOUND OF TELETYPE IN BACKGROUND.) As a public service, South Des Moines National Bank brings you a prediction of tomorrow's day and date. Now, from special leased wires to calendar makers throughout the nation, here is the prediction."

Wesley Day & Co. is the agency.

Burkhart Sees More Client 'Interference'

Lever Chairman Tells ANA That Concern for Ad 'Detail' Is Flattering

CHICAGO, May 21—The board chairman of one of the nation's biggest advertisers today said it is practically inevitable that management "interference" in advertising is going to increase.

William H. Burkhart, Lever Bros., told the Assn. of National

ANA Meeting

Advertisers that management "now finds itself interested in what might formerly have been considered mere detail."

"When they (managements) see the range in the costs of delivered audiences between a good and bad television show," said Mr. Burkhart, "they want to be sure that their company is doing all it can to buy with maximum skill.

"When they see what an outstandingly convincing copy story can do for the sale of a product, they want all their copy to be outstanding. They will want you to satisfy them that everything possible is being done to get it, only because they now see what it can mean to the company.

■ "They want their advertising people," he continued, "to perform in each major area so as to give them a competitive advantage, if possible. As advertising budgets increase, and as good advertising proves what it can do for a company, this management interest—sometimes called management interference—will intensify.

"I guess," added Mr. Burkhart, "that means that you are marked men. I hope you feel complimented, because you should. It means that management is looking over the wide range of tools with which it tries to accomplish its goals, and increasingly sees that advertising is one of the most important."

In Mr. Burkhart's view, the basic area of misunderstanding beween management and admen involves the fact that "advertising budgets are not like batting averages—the bigger the better."

■ He said management is not opposed to bigger budgets "providing they sell more—in fact, disproportionately convincing copy can do for the sale of a product, they want all their copy to be outstanding. They will want you to satisfy them that everything possible is being done to get it, only because they now see what it can mean to the company.

(Continued on Page 50)

Private Appliance Sale Idea Draws 18% Return on Mailing

BALTIMORE, May 19—A new direct mail idea which paid off to the unusual tune of an 18% return was demonstrated for a retail appliance chain by Paul Silver Advertising, Baltimore.

When the Ash Sales & Service Co., which maintains three large appliance stores in the Baltimore metropolitan area, decided to hold a special sale, Paul R. Silver, head of the Silver agency (which handles Ash), took one look at the general run of appliance sales advertising and decided that without a new idea the sale results would be just run-of-the-mill.

■ Each day, he noted, newspapers carried r.o.p. ads in which appliance merchants competed against each other with large black blocks of price savings. Mailing campaigns for the most part consisted of circulars with a general appeal to savings.

Mr. Silver decided on a direct mailing designed to attract the interest of a limited number of people by making the sale and price savings exclusive instead of public.

A mailing list of only 3,000 was made up from a list of the stores'

(Continued on Page 50)

ARB to Compile County-by-County TV Data by Computer

WASHINGTON, May 21—Automation is coming to ease the lot of the timebuyer.

That's the word from American Research Bureau, which revealed today that it is sounding out top agency timebuyers on a new service, involving the use of an electronic computer to work up the "best buy" in national spot tv schedules.

This new service will be available next fall, according to Director James Seiler, after ARB obtains a new Univac SS90 computer, and begins using a new nationwide sampling system which will feed the machine complete viewer information for every tv station in the country, covering every 15-minute time segment.

"With information obtained from our samples," Mr. Seiler said, "the machine will be capable of reporting the exact audience of every one of the nation's 504 commercial tv

(Continued on Page 54)

Nielsen Issues Lists of Leading Users of Net Radio; R. J. Reynolds Tops Both

Double Ranking Basis Seen as Compromise Between CBS, NBC

NEW YORK, May 21—A part of the paper curtain of secrecy was lifted from network radio this week.

A. C. Nielsen Co., which stopped publishing a top ten list of the most popular shows in network radio in 1957, released two top 20 rankings for network radio's leading advertisers. The leaders are shown in terms of (1) total home broadcasts delivered and (2) total commercial minutes delivered. It covers activity on all four networks for the four weeks ending April 4.

R. J. Reynolds Tobacco Co. led both lists, with 175,407,000 home broadcasts delivered and 97,841,000 total commercial minutes delivered. Lewis Howe Co. (Tums, Nature's Remedy) was second in the home broadcasts listing, and third in commercial minutes delivered. Bristol-Myers Co., runner-up among commercial minutes leaders, was fourth in the home broadcasts category.

The old style list was scuttled because it no longer seemed meaningful for network radio. Radio customers, unlike their tv counterparts, don't sit up nights any more wondering how their shows did last night; instead they want some notion of how they are doing on all those commercials they have sprinkled throughout the day on everything from shared five-minute newscasts to "Monitor." In short, not many network users sponsor programs in the traditional fashion any more; most of them

(Continued on Page 109)

Now 'Post' Offers Ulcer Gulch, Ariz., to Contest Winner

ULCER GULCH, ARIZ., May 19—This historic ghost town—which was set back in its development when its leading citizens got shot during the Gold Rush Days—is set for a second rise to fame as the boomtown of the Ad Rush Days of 1959.

It has been chosen as first prize in *The Saturday Evening Post's* new contest for ad and sales executives. Not only will the town be deeded to the winner, it will be renamed after him—and the *Post* foresees it as quickly mushrooming into a mecca for Influentials.

The ten-acre town lies 75 "sun-drenched" miles north of Phoenix and comes complete with bloody

(Continued on Page 66)

Frost Barlow Manske Allport

ANA CONFEREES—*At the Assn. of National Advertisers' convention in Chicago were Donald Frost, Bristol-Myers Co.; Jack Barlow, Chrysler Corp.; H. E. Manske, Hardware Mutuals, and Peter Allport, ANA.*

Renault Opens $2,000,000 Push

Auto Marketer Uses Magazines, Newspapers, TV in Leadership Bid

NEW YORK, May 20—In its strongest bid for leadership in the imported car field to date, Renault Inc. this week launched a triple-barreled ad push, using newspapers, magazines and network tv.

The auto maker has teamed up with NBC-TV to promote the network's May 22 spectacular, "Kovacs on Music," which Renault will sponsor, via ads in 215 newspapers in 170 cities.

The magazine drive, said to be the biggest ever scheduled for an imported car, breaks this week with a color page in the May 25 issue of *Life*. Also scheduled are pages in *Esquire, Holiday, Newsweek, The New Yorker, Playboy, Sports Illustrated* and *Time*.

Renault's *Life* ad represents a switch in format from the big-picture, short-copy technique used in previous ads. While the Renault theme ("Driving is fun again") is retained, more than half the page is used for "French lessons"—gaily colored Gallic phrases with English "synonyms" (le car hot: Renault Dauphine).

■ In another switch, the company will use pages in *Harper's Bazaar* and *Ladies' Home Journal* to "pre-sell women at home." Robert E. Valode, Renault vp and general manager, said these were scheduled on the theory that women control the family purse strings and "have a great deal to say" when family decisions are made.

Mr. Valode added that Renault will spend $2,000,000 advertising the Renault in the six-month period ending in September. Almost half the money will be spent in national consumer magazines, he said.

Needham, Louis & Brorby is the agency.

■ On a more limited basis, Magna-Dolphin Distributors, eastern distributor of the Renault, is conducting a big-space newspaper campaign in behalf of 100 dealers in New York, New Jersey, Pennsylvania, Delaware, and Washington, D. C.

According to Magna-Dolphin's agency, Fairfax Advertising, the newspaper campaign ("Look, ma, there's another Renault") will run indefinitely in about 70 cities, with a monthly ad budget of $50,000.

Ford Leads in March

Nearly 500,000 cars were registered in the U.S. in March, according to R. L. Polk & Co. figures. Of the 497,651 new cars, Ford had 122,192—24.6%—to lead the pack. Chevrolet was second with 120,171 units.

Highlights of This Week's Issue

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Renault Inc. launches $2,000,000 drive in bid for leadership in import car fields ..... **Page 1**

Agencies which criticize market research and merchandising by newspapers should do more of their own research and merchandising, Joel Irwin, Cincinnati Enquirer advertising promotion manager, says at meeting of National Newspaper Promotion Assn. ..... **Page 1**

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Crown Zellerbach moves to sell more paper bags to grocers with new training program for Bagsmanship, enabling retailer to save bag money by proper bagging of grocery purchases ..... **Page 2**

European agencies regroup, make new alliances, with eye on European Common Market, at three day conference at the International Advertising Assn. in Vienna ..... **Page 2**

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FTC examiner scotches complaint against Hutchinson wax tv commercial showing wax undamaged by burning gasoline because complaint doesn't show the commercial's claims are untrue **Page 28**

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Women want how-to approach in advertising, editor of Glamour says ..... **Page 36**

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RAY A. MOYER, Seattle
Northwest District Manager
HIRAM WALKER INCORPORATED

"We showed our national advertising manager...

Seattle is not the *only* market in the Pacific Northwest." Mr. Moyer says, "Our firm's national advertising manager made a trip to our area and we quickly showed him that Seattle is not the entire Pacific Northwest . . . that the Tacoma Market also is mighty important to us. The Tacoma News Tribune, as well as the Seattle dailies, are on our 'A' list and we've had better-than-average success from our advertising in the News Tribune."

Think Twice About Tacoma

Tacoma is Washington State's 2nd Market. The Tacoma News Tribune is Washington State's No. 2 newspaper in total advertising linage, and is the State's 2nd largest evening newspaper.

Circulation of the News Tribune is now nearly 85,000

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Fort Wayne

ADVERTISER APPROVED FORT WAYNE INDIANA TESTED

one of the nation's 9 most frequently used test markets

15-County Market

Population	595,500
Households	184,300
EBI	$1,048,364,000
Retail Sales	654,615,000
Food Sales	136,053,000
Auto Sales	130,987,000
Drug Sales	19,781,000
Gen'l Merchandise	81,250,000
Gas Stations	62,843,000
Lumber & Hdw.	63,969,000
Eat & Drink	44,813,000

Sales Management 5-10-59

In the fields of grocery and drug tests over a 12-year period, Fort Wayne leads all markets in "the most significant upward progress," Sales Management says. The same study rates Fort Wayne as the top test market in the 200,000 - 299,999 population bracket and 9th among the most frequently used cities regardless of size.

Write for Free Golden Zone Market Book

ROP COLOR

Any 1, 2 or 3-color combination available Monday thru Saturday. No schedule delays.

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

A message to advertisers about THIS WEEK Magazine:

"WE at Lucky Stores have observed that we enjoy rapid turnover of goods when the suppliers are regularly advertising in THIS WEEK Magazine. Time after time, we see advertising campaigns scheduled in THIS WEEK move tremendous quantities of merchandise through our stores."

Gerald A. Awes

Gerald A. Awes
President, Lucky Stores, Inc., San Leandro, Calif.
(110 stores, $180,000,000 annual volume)

To Move Goods Fastest...Buy The Big One

This Week MAGAZINE

This Week In Washington . . .

House Nips Market Research by U.S.

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 21—It looks as if trade groups which have been getting their market research work done at the Department of Agriculture at the public's expense will have to make other arrangements, or do without.

On the theory that it ought to help farm groups learn about modern merchandising techniques, the department's marketing research service runs far-flung programs dealing with the merchandising field, ranging from cost analysis to consumer preferences (AA, May 11, 18).

With the blue chip trade associations enthusiastically endorsing the projects, the work thrived—until recently, when the House appropriations committee was appalled to discover that the public is spending $90,000 this year to tell the Cotton Council and other groups how mothers feel about children's clothing; $70,000 so egg producers can learn how consumers feel about eggs; $20,000 to tell American Dairy Assn. how to sell sour cream, and $10,000 for a study which lets the Florida Citrus Commission know how consumers react to artificially sweetened grapefruit juice.

Before voting $1.3 billion to operate the department in 1960, House members this week carefully eliminated the $294,000 earmarked for more consumer preference studies. House members said simply that the money is needed more urgently elsewhere.

The Senate could still reverse the verdict, but many House members obviously feel trade groups which are interested in market research ought to be sufficiently interested to put up their own money or to hire their own advertising agencies or research consultants.

Subsidy or Attainder Bill? *House appropriations committee members handling the $100,000,000 U. S. Information Agency budget proposed drastic steps the other day to punish publishers and motion picture producers which stimulate anti-American feeling abroad.*

Saying that U. S. relations with Bolivia were seriously injured by two articles in Time last winter, Rep. John J. Rooney (D., N. Y.) demanded to know how much Time got from USIA for subscriptions and as media guarantee payments. While USIA officials hunted for an answer (which turned out to be $18,385 for subscriptions and $176,800 in media guarantee payments for Time alone), Rep. Prince Preston (D., Ga.) chimed in, "We may be able to assist you by an appropriate rider on this bill."

USIA Chief George V. Allen, a career diplomat, tried to be diplomatic. "I would think," he said, "that the committee and the Congress would consider rather carefully before writing a bill of attainder against a particular book or magazine or newspaper."

Expressing the sense of frustration which obviously is shared by many of his congressional colleagues, Rep. Preston retorted, "This incident points up the fact that throughout the years this agency has been trying to accomplish worth while objectives, and that it has had to do so despite irresponsible journalism many, many times, on the part of American publications, and despite pictures made by the movie industry [he cited MGM's 'Blackboard Jungle'] which have not been fair in truly portraying America."

Critics Hit USIA Free List Giveaway subscriptions to the *New York Times* and *Herald Tribune* remained a bone of contention as USIA's budget was examined in Congress. Appropriations committee members were relieved to learn that the agency no longer gives *Times* subscriptions (at $30 each) to each of the 644 members of the British Parliament. But they remained concerned that—worldwide—there are still more than 4,300 gift subscriptions to the *Times* (costing more than $100,000), and nearly 900 to the *Herald Tribune* (costing $36,000).

Specifically, they asked, is it necessary to give—in the United Kingdom alone—two *Times* subscriptions to BBC; one to the information officer at 10 Downing St.; one to each London newspaper; and two each to the press galleries of both houses of Parliament?

USIA officials also came under fire for failing to get assurance that Soviet tv stations will cover the opening of the U. S. fair in Moscow this summer. "I would think," said Rep. John J. Rooney (D., N. Y.), "that you would take steps to see that there is no U. S. tv for the Russian show in New York until we have assurance that there will be Russian tv for the U. S. fair."

P.O. Finance Is Tug-o'-War *Senate appropriations committee decided this week to rejuggle the Post Office Department's budget to make the deficit look $135,000,000 larger than it looked when the budget was put together last January.*

This sleight-of-hand was accomplished by appropriating only $36,000,000 to cover the cost of "public service" rendered by the Post Office. In his budget message, President Eisenhower estimated the department's "public service" activity at $172,000,000. But, behind the scenes, his associates—Budget Chief Maurice Stans, and Postmaster General Arthur Summerfield—have suggested that his estimate was too high.

If the full $172,000,000 had been appropriated, the deficit chargeable to mail users would have been less than $300,000,000. By bringing the "deficit" closer to $500,000,000, administration forces hope to bolster their case for early action on the bill introduced by Senate Minority Leader Everett Dirksen (R., Ill.) this week, which seeks to raise $350,000,000, with another 1¢ hike in first class and air mail rates. #

'Golf Digest' Boosts Rates, Opens N. Y. Office

Golf Digest, Evanston, Ill., has issued a new rate card effective with its September issue. Based on a paid circulation base of 100,000 compared to the previous guarantee of 60,000 the new page rate is increased from $560 to $780. *Golf Digest* is published 10 times a year. Advertising linage for the first six months of 1959 is up 13% over the same period in 1958, the magazine reports.

Golf Digest has opened a New York office at 521 Fifth Ave.

Ellington Names Hurd, 3 Others VPs; Adds Velcro Sales

Ken Hurd, with Batten, Barton, Durstine & Osborn for the past 11 years, most recently as an account executive on American Tobacco, has joined Ellington & Co., New York, as a vp and account executive. Ellington also has elected Ernest Byfield, Henry Covington and Franklyn Dyson, account executives, vps.

Velcro Sales Corp., manufacturer of Velcro closures, has named Ellington its first agency.

Parrish Elects Weiner VP

Rosanne Weiner, who has directed the fashion counseling services of Amos Parrish & Co. for about 14 years, has been elected a vp and a member of the executive committee.

BLAIR RADIO STATIONS
help FLAKO products show
SOLID GAINS
in important radio markets

In market after market, FLAKO products are making new sales records. And their advertising is concentrated in one powerful medium—Spot Radio.

Through strategy planned by the parent organization, Quaker Oats, advertising of FLAKO products is closely geared to the distribution patterns in individual markets. In many of these markets, Blair Stations are the spearhead of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling-power:

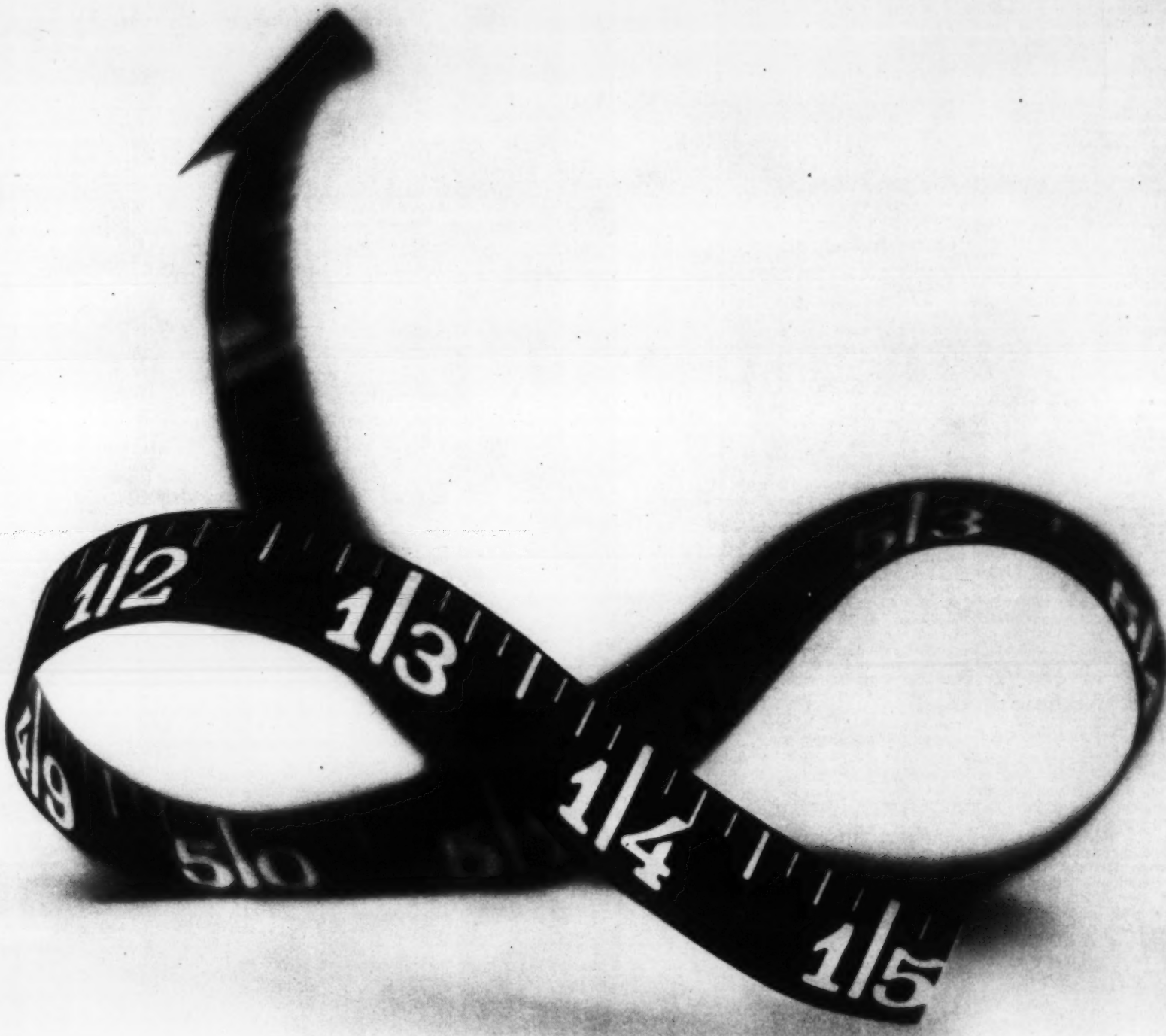
1. *Local-interest programming*, which appeals to listeners throughout the station's own area in a way no distant program-source can duplicate.

2. *Local selling personalities*, who speak the language of the area they serve, and endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company—by far the most important group of stations and markets served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with your John Blair man. In many of your best markets, he represents stations that really sell.

John Blair and Company National Representative for Major Market Stations:

New York	WABC	Washington	WWDC	Miami	WQAM	San Antonio	KTSA
Chicago	WLS	Baltimore	WFBR	Kansas City	WHB	Tampa-St. Petersburg	WFLA
Los Angeles	KFWB	Dallas-Ft. Worth	KLIF-KFJZ	New Orleans	WDSU	Albany-Schenectady-Troy	WTRY
Philadelphia	WFIL	Minneapolis-St. Paul	WDGY	Portland, Ore.	KGW	Memphis	WMC
Detroit	WXYZ	Houston	KILT	Denver	KTLN	Phoenix	KOY
Boston	WHDH	Seattle-Tacoma	KING	Norfolk-Portsmouth-Newport News	WGH	Omaha	WOW
San Francisco	KGO	Providence-Fall River-New Bedford	WPRO	Louisville	WAKY	Jacksonville	WMBR
Pittsburgh	WWSW	Cincinnati	WCPO	Indianapolis	WIBC	Oklahoma City	KOMA
St. Louis	KXOK			Columbus	WBNS	Syracuse	WNDR
						Nashville	WSM
						Knoxville	WNOX
						Wheeling-Steubenville	WWVA
						Tulsa	KRMG
						Fresno	KFRE
						Wichita	KFH
						Shreveport	KEEL
						Orlando	WDBO
						Binghamton	WNBF
						Roanoke	WSLS
						Bismarck	KFYR



THE MEASURE A convenient shorthand symbol ∞ has long stood for what lies beyond our understanding: a time and place we call "infinity." Even now we are merely at the threshold of reckoning with its mysterious void. But remember that all measure was once a shadowy thing. The earth was flat. A horse was so many hands high. A man weighed so many stones. And how old was Methuselah? How far was a league? Only when man began to define the limits of his environment could he begin to comprehend it. For centuries he struggled with blurred dimensions he could not understand. As time is measured, it was only yesterday that he bordered existence in his mind and gave things finite beginnings and ends that others could understand. In advertising, too, the ability to fathom a problem and mark its precise outlines must come before any valid solution. It takes an artful insight to confine an issue and thus broaden the understanding of it. To see a problem clearly and see it whole; to find its length and breadth and depth—and that most crucial dimension, its significance—this is the sharpness of vision that can give an advertiser...The Competitive Edge.

WARWICK & LEGLER, INC., ADVERTISING 375 PARK AVENUE, NEW YORK 22, NEW YORK

FTC Files Complaint on Pfizer Ads Based on 'Saturday Review' 'Expose'

WASHINGTON, May 21—The Federal Trade Commission today, probably for the first time in medical history, filed a complaint against a pharmaceutical manufacturer for the "ethical" advertising which it circulates in the medical profession.

The complaint, against Chas. Pfizer & Co., Brooklyn, was a direct outgrowth of an expose carried in *The Saturday Review* early this year, complaining about promotion tactics used by drug companies to induce doctors to prescribe the latest variations of their antibiotics (AA, Feb. 9).

To illustrate its point, the article, by John Lear, reproduced a series of doctors' calling cards used by Pfizer to illustrate the variety of practitioners who endorse its antibiotic Sigmamycin. Mr. Lear reported he sought to contact doctors named on the cards, and that in every instance his letter or telegram was returned with the notation "not listed."

■ In a complaint today, FTC complained that the use of fictitious names misled doctors. At the time *The Saturday Review* article appeared, however, Pfizer had commented it assumed all members of the medical profession would realize only fictitious names were used, since doctors cannot permit the use of their names in advertising.

A second issue raised by Mr. Lear involved possible conflict of interest as a result of private editorial activities of Henry Welch, chief of antibiotics at the Food & Drug Administration.

After publication of the articles, Secretary of Health, Education & Welfare Arthur Flemming indicated he would investigate the propriety of Dr. Welch's activity as editor of two professional journals on antibiotics published by MD Publications Inc. Shortly after the articles appeared, however, Dr. Welch suffered a heart attack and he is still on leave from his position. #

Pocket Books, Baby Post Inc. 'Affiliate' to Offer Ad Package

NEW YORK, May 22—Pocket Books and Baby Post Inc. have teamed up in a new publishing partnership to offer advertisers a combined paperback and magazine package.

The new arrangement, Baby & Child Group, includes seven titles having a combined circulation of 9,000,000. Benjamin Co., advertising representative, said the titles will be sold as a complete package or by single title.

Pocket Books included are Dr. Spock's "Baby & Child Care" (500,000 circulation); "Feeding Your Baby & Child"; "Your Child from 2 to 5"; and "When Your Child Is Ill." All are published in paper backs and all, with the exception of the Spock book, offer a guarantee of 250,000.

■ Baby Post magazines included are *Baby Post*, a monthly with a controlled circulation of 600,000 in supermarkets; *Mothers & Babies*, monthly with 100,000 paid newsstand circulation, and *Mother's Manual*, an annual with 250,000 paid newsstand circulation.

B&w page rate for the package is $52,700 per year. One-time b&w rate for *Baby Post* is $3,300; for *Mothers & Babies*, $1,000; for *Mother's Manual*, $2,500; for the Dr. Spock book, $6,500, and for each of the other pocket titles, $2,500.

■ While the arrangement between Pocket Books and Baby Post was officially termed an "affiliation," Harold Roth, vp of the paperback company, told ADVERTISING AGE it is a "fifty-fifty" partnership, under which *Baby Post* will remain autonomous and under the direction of Louise Cripps, the magazine group's present editor and publisher. Merchandising and distribution, however, will be taken over by Pocket Books, he said. #

Chicago Bank's Credit Card Is Good for—Money

CHICAGO, May 19—Credit cards, it has been said, are making money obsolete. But a new credit card in Chicago is designed to bring the dollar right back into circulation.

Chicago National Bank, after a year of testing, has increased its mailing of Executive Loan Service credit cards to selected lists of people earning more than $10,000 per year.

A card holder can borrow up to 10% of his annual income from the bank without filing any formal application or undergoing further investigation.

■ "Being bankers for executives for the past 41 years, we have learned that executives, as a group, are somewhat sensitive about borrowing money," the mailing explains. "We have designed a new executive loan service to meet the needs of executives whose credit standing is unquestioned and who are known to us . . . or whose standing in the community qualifies them for this unique service."

Chicago National declined to reveal the size of the mailings, but said the response has been good.

Hensley Co., Chicago, is handling the mail campaign. #

Kron Nominated as New York IAA Unit Organizes

NEW YORK, May 21—Arthur A. Kron, president, Gotham-Vladimir Advertising, has been nominated as first president of the new New York chapter of the International Advertising Assn., which will be formally organized at a meeting May 28 in the Hotel Roosevelt.

New York members of the IAA, which recently adopted new by-laws permitting establishment of chapters in localities where there are more than 25 members (AA, May 4), are moving to form the first IAA chapter.

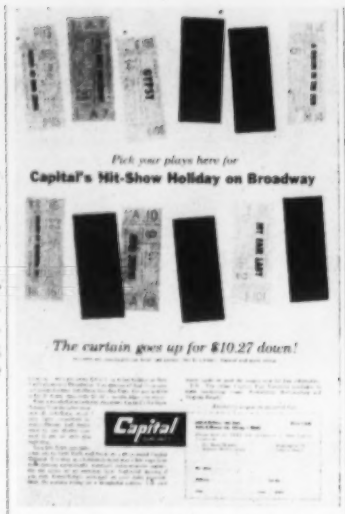
Other officers on the slate are Andrew Karnig, director of advertising and market research, Bristol-Myers International, vice-chairman; Monte Johnson, account executive, Robert Otto & Co., secretary, and Charles L. Cohen, export ad manager, Celanese Corp. of America, treasurer.

Other nominations may be made from the floor at the meeting, followed by the election. #

'Scholastic' Buys 'Science World' from Street & Smith

Scholastic Magazines, New York, has purchased the bi-weekly, *Science World*, from Street & Smith Publications. Purchase price was not disclosed.

Science World is sold in high school student and teacher editions and has a paid circulation guarantee of 175,000. According to M. R. Robinson, president and publisher of *Scholastic*, no changes are contemplated in frequency or subscription price ($1.50 a year).



SHOW TIME—*Capital Airlines is using this page in newspapers in 12 markets to boost its Hit-Show Holiday plan.*

See Broadway Hit, Pay Later, Capital Airlines Ads Urge

NEW YORK, May 20—Capital Airlines, in a heavy newspaper push in 12 scattered markets, has launched an ad campaign plugging a weekend package holiday tour designed to appeal to the pocketbook, wanderlust and esthetic yearnings of the consumer.

For only $10.27 down, says Capital's ad, a frustrated playgoer languishing in places like Norfolk, Grand Rapids, Saginaw or Chicago, can fly to New York for a weekend on the town and, while there, have his pick among smash Broadway shows.

According to Capital's agency, Kenyon & Eckhardt, the Hit-Show Holiday Tour is a repeat of a similar summer promotion staged last year. The instalment feature has been added for the current drive.

"What a wonderful season for playgoers," says the copy. "Capital's Hit-Show Holiday Tour includes your pick of rollicking musicals, light comedies or serious dramas. And choice seats to the shows you want to see are only the beginning. . . Your low down-payment takes you to New York and back on a jet-powered Capital Viscount."

CAPITAL ADS MEET CAB STRICTURE, WEST SAYS

WASHINGTON, May 22—Capital Airlines' ad director, Robert L. West, said today the airline believes its new ad series is consistent with the wishes of the Civil Aeronautics Board with respect to the use of the term "jet powered," though the ad carries the line, "America's largest jet-powered fleet."

He said restriction on the term for Capital's turbo-prop Viscount is limited to ads in which "jet-powered" is the basic sales theme.

The term does not require qualification in the new series, he contended, because this series deals primarily with holiday travel.

Mr. West recalled that in a letter to CAB last month, Walter B. Johnson Jr., Capital's vp for marketing, stressed that the term jet-powered is universally accepted in the aviation trade as a proper designation for the turbo-prop Viscount (AA, April 20).

"While we do not think it is necessary," Mr. Johnson had written, "we are perfectly willing, in the interest of clarity, to insert the words 'jet prop' or the picture of a prop-driven Viscount in any major newspaper or magazine advertising in which the jet powered theme is the basic sales premise of the advertising in question."

On receipt of Mr. Johnson's letter, CAB ended its inquiry. #

Esty-Underwood Rift Developed as Ads Misfired

(*Continued from Page* 1)

in for a drastic budget cut. D. H. Burrell, vp-marketing, said today that the budget—it has been more than $1,500,000 in recent years—"certainly isn't going to be what we spent before."

He said Underwood is "determined to maintain a profit this year" and indicated that the company simply ran out of the kind of money it had been spending with Esty.

He could not say what the actual budget would be at the new agency, pointing out that it was dependent on sales and the planned introduction of certain new products. Its size, he said, would be a subject of conversation with the new agency.

"We have to build our sales force," he commented, and this includes efforts in sales training and sales promotion.

■ Underwood advertising took some sharp turns in the road after it went to Esty in 1956. The account had been with Marschalk & Pratt for many years until that agency was merged with McCann-Erickson in 1954 and Underwood was resigned because of a product conflict with National Cash Register Co., a McCann client. It then went to Brooke, Smith, French & Dorrance. Two years later Esty got a finger on the keyboard when typewriter and adding machine advertising was switched there in January, 1956.

Six months later the agency had the whole account, and the company, which had been budgeting low-six-figure amounts, erupted into a multi-million-dollar advertiser, replete with bleed color spreads in *Life*, *Look* and *The Saturday Evening Post* and luxuries like metallic gold inks to emphasize a "golden touch" typewriter campaign.

■ Underwood spent an estimated $2,300,000 during Esty's first year on the full account, and several millions more subsequently. The company's domestic net loss in 1956 was $8,138,000. In 1957 it was down to $1,613,000, but last year it was back up to $7,709,000. Domestic sales in 1956 were $66,741,000, volume was down to $64,463,000 in 1957; last year it was $53,725,000, the lowest since 1949. Last year's campaign was called "the most expensive" in the company's 59-year history. It embraced 217 color pages in 23 magazines.

Aside from the obvious conclusion that big ticket, consumer advertising didn't cut out the red-ink ribbon, the whole new management team that started arriving in the summer of 1955 wasn't able to do so in the three years since, either.

The team included Fred M. Farwell, former exec vp of S. C. Johnson & Son, now exec vp of International Telephone & Telegraph, and Frank E. Beane, formerly with Allied Chemical & Dye, who has succeeded Mr. Farwell as chairman and president.

■ While Mr. Farwell was at the helm, the Esty agency entered the picture. Mr. Farwell and William E. John, Esty account supervisor, are Yale alumni. So are Mr. Beane, Mr. Burrell (both class of '33) and the advertising manager, Reginald Roome Jr. At least five members of the 12-man board of directors also are Yale men.

Mr. Burrell joined in 1957, after 24 years with Cherry-Burrell Co., a Chicago dairy and food machine company, where he was vp-operations. He succeeded Thomas H. Armstrong, who had joined in late 1955 after 14 years with International Business Machines.

Mr. Roome joined in April, 1958, from Pro-Phy-Lac-Tic Brush Co. where he was director of advertising and sales promotion. Last September he succeeded Carl Ruprecht, who had been with Underwood more than 20 years. There were reports that Mr. Ruprecht and the Esty people had not seen eye to eye almost from the start.

■ The typewriter and office machine business in general has had some rough sledding recently, but it now seems to be heading for an upswing. Twenty years ago Underwood was considered the No. 2 brand in typewriters.

Today, its research department says, it's second in electric typewriter sales, second in standard typewriter sales and fourth in portables. Other sources question whether the company is doing as well as it thinks it is in any of these categories.

About 1,000,000 to 1,250,000 typewriters probably will be sold this year, with a retail value estimated around $250,000,000. Roughly 500,000 units will be standard models, about half of them rebuilts.

Portables will account for about 45% of unit sales and 25% of the total dollar volume. And foreign made portables will take about a 25% chunk of that category.

■ Total typewriter volume in 1948 was estimated at $98,000,000. It was up to $162,000,000 by 1952 and to $278,000,000 in 1957, after which the decline set in. All told, there are probably 10,000,000 standard typewriters in use, according to the National Stationery & Office Equipment Assn., which also supplied some of the other statistics above.

Underwood has done especially poorly, and was frequently last with the least, in the big electronic calculator field and is now moving back into smaller-size units. That, and the "more rifle shooting and less buckshot" promised by Mr. Burrell, points up the company's projected concentration in business publications and the withdrawal of its consumer advertising horns.

The company says it will pick its new agency within a month.

NAB Asks FCC Okay of 'Incognito' Ads for Teaser Drives

WASHINGTON, May 21—The National Assn. of Broadcasters today asked the Federal Communications Commission to relax its rules so that advertisers can use "teaser" ads on radio and tv.

The association's proposal is directed at FCC rules which currently specify that every commercial must include the identity of the sponsor.

Under this arrangement, the association complained, "the effectiveness and inherent commercial purpose of the teaser announcement is destroyed."

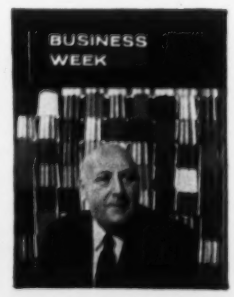
The petition was signed by Douglas A. Anello, NAB's chief counsel, and Robert V. Cahill, NAB attorney. They reported that the action was taken after the issue was raised by members of the NAB board. #

Cott Negotiates for GF Unit

Cott Beverage Corp., New Haven, Conn., is reported to be negotiating with General Foods Corp., White Plains, N. Y., to acquire GF's Bireley division in Hollywood, Cal., which produces an orange drink concentrate sold to franchised bottlers throughout the U.S.

Can a magazine move as fast as a man?

General Edmond H. Leavey is a man who won't sit still. As president of International Telephone & Telegraph Corp., he commands 52 companies, an army of 130,000 men. As ITT's top salesman, he travels a territory covering 29 countries. "When do you ever find time to read Business Week?" we asked the General. "That's easy," he answered, "I carry it right here in my briefcase." A compliment we accept willingly, for Business Week has the most extensive worldwide business reporting resources of any American magazine... prints more business news than any other... dateline Washington or West Berlin, Rio or Reykjavik. Nothing less could ever hope to keep step with the fast-moving management men who vote Business Week "most useful" of all magazines. *A McGraw-Hill Publication—Member Audit Bureau of Circulations.*



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

"Where Mid-America Lives and Buys..."

NOW AMERICA'S 55TH METROPOLITAN MARKET!

*COMBINED METROPOLITAN AREAS, SPRINGFIELD-DECATUR-CHAMPAIGN-URBANA, SERVED GRADE "A" TV ONLY BY WICS AND WCHU. NBC-TV AVAILABILITIES: YOUNG TELEVISION.

Dallas Agency Develops 'Thriftees Check' Program

Caudle, Johnston, Van Dermark & Carey, Dallas, has devised a merchandising plan for Thriftees Co., Dallas, by which customers receive thrift checks—redeemable for cash—instead of trading stamps. Texas Bank & Trust Co. has been appointed to serve as depository for the Thriftees Check program in Dallas County. Negotiations with other banks to serve in the same capacity are under way in key cities of the nation.

Retailers will give customers Thriftees Certified Checks for each dollar of cash purchase—just as merchants now give trading stamps proportionate to the amount of the purchase. The checks, redeemable for cash at the bank, are in denominations of 1¢, 3¢, 5¢ and 10¢. The checks are on coded IBM cards.

Englen Joins Knox Reeves

Dyne Englen has joined Knox Reeves Advertising, Minneapolis, as a copy supervisor. He has been with several agencies, including Needham, Louis & Brorby.

BAR

broadcast advertisers reports, inc.

750 third avenue, new york 17, n.y., yukon 6-8410

April 20, 1959

Mr. Ward D. Ingrim
President & General Sales Manager
Television Station KTVU
One Jack London Square
Oakland 7, California

Dear Ward:

Of the 235 television stations we now monitor, KTVU is one of those which always gives advertisers a well-scheduled, clean run for their money. I suppose no one in the business knows this better than BAR since we've been monitoring KTVU ever since you went on the air.

KTVU does not engage in triple spotting, undue crowding of commercials and other practices that advertisers and agencies have complained about recently.

Almost every station on the air can come up with some kind of rating story but few can spotlight an operation as clean as KTVU's, and this is what the agencies are looking for right now.

Cordially,

BROADCAST ADVERTISERS REPORTS, INC.

Phil Edwards
Publisher

to REACH and SELL the Greater San Francisco-Oakland Market...

buy KTVU channel 2

San Francisco • Oakland Television, INC.

ONE JACK LONDON SQUARE • OAKLAND 7, CALIFORNIA

Represented by H-R TELEVISION, INC.

Trend to Fewer Distillers Will Continue: Brown

NEW YORK, May 19—The trend toward fewer producers will continue in the liquor industry, W. L. Lyons Brown, board chairman of Brown-Forman Distillers Corp., Louisville, told the Wine & Spirits Wholesalers of America today.

"From the post-Prohibition high of 130 distilleries in 1933," Mr. Brown said, "the number has steadily declined. Last year only 76 distilleries were licensed and authorized to distill whisky.

"And those 76 distilleries were owned by fewer than 35 companies," he said.

"Let me underline the marked significance of this," Mr. Brown said. "In just 20 years the number of companies in this country producing and marketing distilled spirits has dwindled from 110 to fewer than 35.

"This trend is going to continue," he predicted. "Our heavy taxation, the millions of dollars necessarily tied up in inventory, and more millions necessary to advertise our highly competitive brands are all factors in this trend.

■ "Outside capital does not find the idea of starting new distilleries attractive because of the long inventory wait and the uncertainty of getting new brands established.

"Actually, our industry is not unique," Mr. Brown pointed out. "For a similar situation look at the automobile industry. The same economic forces which have caused the 'independents' of the automobile business to sell out, merge or give up, have likewise affected the distilled spirits industry—hitting the smaller independents hardest.

"Today, in the automobile industry there are three major companies that do the vast majority of sales—and there are a few independents. Today, in the distilled spirits industry, according to government figures, seven companies control 60% of the distilleries and produce between 75% and 80% of the whisky in this country.

"One of the major reasons for this," Mr. Brown said, "is the fact that nationally advertised and nationally distributed brands have earned a valuable consumer franchise. Developing and maintaining such a franchise is an expensive proposition. Our advertising department, for example, estimates that more than $25,000,000 has been spent since Repeal on just one brand—Old Forester.

■ "Putting that much national support behind a brand—and consistently supporting a brand year in and year out—takes quite a bit of capital. The smaller independents that did not have the necessary capital have found it wiser to sell or merge.

"Since the number of companies producing distilled spirits is shrinking and will continue to shrink in the future," Mr. Brown said, "and since the investment necessary to promote and advertise the brands of these companies has increased over the past several years and will continue to increase, the surest route to success for the supplier and the distributor is to work closely to gain and maintain a strong consumer franchise for the brands they produce and sell."

HAT BOX—*This display rack for the new Hamilton Beach Hatbox vacuum cleaner is available to dealers free with purchase of three units. The cleaner can be turned on while on the rack and taken off easily for demonstrations.*

GE Alters Copy, Agency Setup on Water Coolers

Business Paper Ads to Tell User Benefit; Ads to Basford from EWRR

CHICAGO, May 19—Breaking away from the technical features copy usually used for water coolers, General Electric Co. this summer will use a strong but simple user benefit theme in business publication advertising.

Ads will feature a close-in photo of a man getting a drink from a GE cooler. Brief copy says, "Ahh, what a General Electric water cooler can do on a hot summer day!"

This ad will run as a page in the June, July and August *Factory Management & Maintenance, Modern Office Procedures* and *Purchasing*. A two-thirds-page version will run in June, July and August in *Business Week* and *Nation's Business*.

■ This ad is the first produced under a new advertising arrangement for the GE water cooler. Until February of this year the water coolers were manufactured by GE's commercial air conditioning equipment plant, in Bloomfield, N.J., and the advertising was handled by Erwin Wasey, Ruthrauff & Ryan, New York.

In February this plant was closed, and manufacturing responsibilities for the water cooler shifted to the commercial cooking equipment section of GE's Hotpoint Co. division, in Chicago. Paralleling this shift, water cooler advertising was shifted out of EWRR. The creative segment was assigned to the GE advertising and sales promotion department's midwestern office, in suburban Western Springs, Ill., and the ad placement function has been switched to G.M. Basford Co., New York. #

Foxboro Promotes Hadley

William T. Hadley has been appointed assistant advertising manager of Foxboro Co., Foxboro, Mass., manufacturer of industrial instruments. He joined company's ad department in

Over 50 Years Industry Experience Added to JPN Editorial Staff

Charles H. Davis, formerly Florida Automotive Wholesaler Association Head, is New Executive Editor; John A. Stair, formerly with The Automotive, Inc., Fort Smith, Arkansas, is New Managing Editor.

The editorial power and vitality of Jobber Product News, the fastest growing publication in the automotive aftermarket, is being implemented with two top-notch men, from the "grass roots" of the automotive wholesaling industry.

Charles H. Davis, formerly Executive Secretary of the Florida Automotive Wholesalers Association, Orlando, Florida, has moved to Chicago as the new Executive Editor of Jobber Product News.

John A. Stair, formerly Sales Promotion Director, Automotive, Inc., Fort Smith, Arkansas (one of the leading automotive jobber establishments of the nation), has moved to Chicago as the new Managing Editor of Jobber Product News.

The practical total industry experience of both of these men is over fifty years. And both of them have done substantial "practical writing".

JPN Editorial Staff Excels

These two men join a "hard-working" editorial staff, the backbone of JPN's editorial staff, to enhance JPN's position of having "the best editorial staff of any automotive jobber publication."

Davis and Stair will team up with: Emil G. Stanley, Editor and Publisher who founded JPN; William S. Wade, JPN co-founder and Executive Vice-President; Associate Editors Heath Walsh and Alex Darragh; and several full-time editorial assistants.

Charles H. Davis Background

"Chuck" Davis, as he is known the country over in automotive circles, brings to his new assignment four decades of automotive experience which ideally suit him for his new position.

At one time, Mr. Davis was affiliated with Motor & Equipment Wholesalers Association, as southeast representative, after having spent several years as an independent merchandising counsellor to automotive wholesalers. Then in 1954, he helped get the Florida Automotive Wholesalers Association started, as its Executive Secretary, the post he is leaving to join Jobber Product News.

In 1924, Mr. Davis became affiliated with a group that later was to create the National Automotive Parts Association and a year later was named NAPA's first Executive Secretary, with headquarters in Detroit, Michigan. This position Mr. Davis held for five years.

CHARLES H. DAVIS

Both Manufacturer and Jobber

Davis left NAPA to become Vice-President and General Manager of Spencer Manufacturing Company in Spencer, Ohio, producers of axle shafts and forgings. Subsequently, he organized Nu-Strut Flexible Piston Company, in Medina, Ohio, an affiliate of Permold Company. This manufacturing experience totalled ten years.

After the war, he founded the Service Auto Parts Company, Knoxville, Tennessee, today one of the leading automotive wholesalers in Eastern Tennessee. Davis stayed in the automotive wholesaling business for five years.

Valuable Newspaper Experience

In all of the positions held by Mr. Davis, he has done a lot of writing. This stems from his early experience in the newspaper business. He spent several valuable years early in his career acquiring a first hand knowledge of newspaper reporting on the Kansas City Star and the Denver Post.

Mr. Davis is also a public speaker of note, having addressed audiences all around the country, at national meetings, regional meetings and local meetings. He has addressed association groups, manufacturer groups and many trade groups.

Many Allied Industry Activities

Recognizing the importance of the Florida Automotive Wholesalers Association's dependence on Florida's general business economy, Davis affiliated his FAWA with the Trade and Industrial Council of Florida, of which he is vice-chairman. He also is a member of the executive board of the Florida Council of Business and Industry; and a member of the executive board of the Citizens Committee on Highway Safety.

For the past four years, Davis has served as Secretary of the Automotive Wholesalers Trade Asspciation Executive (AWTAE) an organization of state association secretaries and executives.

John A. Stair Background

John A. Stair, for the past thirteen years with The Automotive, Inc., Fort Smith, Arkansas, has resigned and moved to Chicago to take the newly created post of Managing Editor of Jobber Product News.

JOHN A. STAIR

The Automotive, Inc., is one of the largest automotive jobbers in the country and the largest in the Southwest. The forty-year old Automotive, Inc. covers a three-state area of Arkansas, Oklahoma and Texas, with forty-four branch locations.

13 Jobber Years with Automotive, Inc.

Mr. Stair started with The Automotive, Inc., in 1946 where he learned the automotive jobber business from the bottom up. His first job with The Automotive, Inc. was filling orders and then handling other assignments in the warehouse operation. Following this, Mr. Stair became Assistant to the General Sales Manager, after which he took over the company's advertising and sales promotion activities, heading many responsibilities including the planning of promotional programs, writing and promoting sales campaigns. At the time of his resignation from The Automotive, Inc., he was Sales Promotion Manager for the company.

In 1956 and 1957, Mr. Stair's advertising programs for The Automotive were judged as winners in the annual Automotive Advertisers Council's contest for national automotive wholesalers.

Other Helpful Industry Experience

Besides bringing this practical jobber experience to his new position, Mr. Stair, before and after six years of service in the United States Army which he entered as a private and was honorably discharged as a Major, worked for Sun Oil Company and for Johns-Manville Corporation. In the Armed Forces, Major Stair's work had to do with automotive and transportation.

During his four years at Sun Oil Company, Newark, New Jersey, Mr. Stair was a motor products dealer salesman where he had to do with product development and product merchandising. At Johns-Manville Corporation, New York City for three years, he was involved with new products and standard line developments.

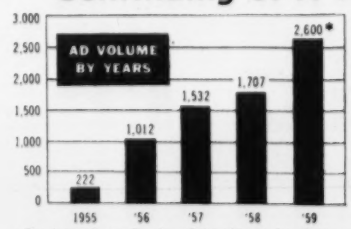
Mr. Stair is a graduate of the University of Pennsylvania, Philadelphia, Pennsylvania. He also attended New York University, New York City.

JPN is Eastman Editorially Researched

READERSHIP Eastman RESEARCH

JPN became a client of Eastman Editorial Research Organization effective January, 1958. It is now a second year Eastman client. Eastman Research is a JPN exclusive in the automotive jobber field. This critical Eastman field research service only for use of JPN editors is a helpful compass and double-check in editorial programming to specifically fulfill the current and future reader needs. A sister publication, Transportation Supply News, is also Eastman researched.

Continuing JPN Ad Volume Gains



**Projected on basis of business in first six months.*

Few business papers, in or out of the automotive field, have experienced the rapid ad volume growth JPN has. And such advertising success only follows editorial vitality, success and leadership.

The first six months 1959 ad volume is up 43% over like 1958 period. 1958 twelve month volume topped 1957 by 20%. 1957 year's ad volume jumped 40% over 1956. 1956 twelve month ad volume was six times greater than the volume in the first seven 1955 issues.

JPN's positive proof of readership plus its high visibility newspaper format, with all ads regardless of size next to live editorial, assure advertisers best results. Over 25 different size ads acceptable in JPN, from tabloid spreads and inserts to small fractional page units.

STANLEY PUBLISHING COMPANY PUBLICATIONS:

Jobber Product News & Jobber News; Transportation Supply News; Fleet Product News; Transportation Business Gift News; JPN Show Daily; Jobber Product News Directory & Buyers' Guide; Fleet Directory & TSN's Buyers' Guide.

SPC

Jobber Product News®

A STANLEY PUBLICATION

& Jobber News

431 S. DEARBORN STREET, CHICAGO 5, ILLINOIS • Telephone WAbash 2-0636

Offices also in: NEW YORK • CLEVELAND • DETROIT • SAN FRANCISCO • LOS ANGELES • BIRMINGHAM, ALABAMA • TULSA, OKLAHOMA

More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Those Troubled Associations

Everyone interested in international advertising will join us in congratulating the International Advertising Assn. on having restored a measure of harmony within its ranks, when Vincent Tutching, president of IAA, and Rudolf Farner, regional vp for Europe, shook hands on a peace pact at the European regional conference of IAA.

Previously, the two men had been trading comments bordering on insults, and there had been a threat that the European members of IAA would walk out, largely because they thought the international body was too much dominated by American members and American activity.

Up until very recently, advertising could be described as a peculiarly American institution, but now there are ample indications that American-style advertising (we're talking about the American concept of market-broadening advertising activities, rather than specifically of advertising techniques) is being accepted all over the free world. As a consequence, a truly international advertising organization, giving proper weight and influence to members and activities all over the world, is more to be desired than ever; and hence we are pleased to see that IAA members are resolving their internal difficulties.

■ Apparently this is not the case, however, with the National Industrial Advertisers Assn.

The members of this organization have been expressing considerable dissatisfaction with conditions-as-they-are in that association, but if the report of the recent meeting of the Chicago NIAA chapter is a criterion, the situation is indeed a frustrating one. For, while the members evidently don't like what they've got, they also are going to resist any positive action to change the status quo.

It looks to us here as though the NIAA suffers more than most associations from being a rather weak national federation of strong-minded local chapters. If that's the way its members want it, they are entitled to have it that way. But in that case, they should stop complaining about the weaknesses of the present national setup. On the other hand, if they're going to continue complaining, then they've got to evidence some willingness to do something to change the existing situation.

Eventual TV Ad Picture?

Perhaps it is because we believe so heartily in the concept he emphasizes that we applaud the picture of an ultimate tv advertising setup which Jack Cunningham of Cunningham & Walsh outlined at Ohio State a week or so ago.

"I believe," he said, "that the editorial function on tv will some day be separated from the advertising—as it is in the public prints. I believe we are already in a state of visible transition.

"It may work out this way ultimately:

"The advertiser will buy a block of commercials—let's say of 20 in a 13-week cycle. In fairness to all advertisers, these must be rotated on various kinds of shows of various ratings—so that each advertiser will get about the same average rating. The commercial will have to stand on its selling feet . . .

"This will accomplish many good things. It will end blind devotion to ratings. It will soften the monopolies on good prime time by a few large-spending advertisers. It will cut down a lot of imitation and mediocrity in programming. It will relieve sponsors of concern for the content of the program . . ."

Doesn't this kind of setup make good sense—provided that rating figures can be produced that will permit something approaching a guaranteed circulation base?

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7650); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Maree, Daniel J. Long, Alfred S. Reed, Alfred Maiecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H Minchin David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Fred W. Abercrombie.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—John K. Mortland, Olmsted & Foley, Minneapolis.

"There's a guy here with something absolutely new—a juvenile western."

Let's Be Reasonable Here

Some direct mail people are criticizing the Post Office for trying to put some limits on the size and shape of envelopes that will be accepted for mailing.

We think they are wrong.

Clearly, requiring the Post Office to handle mail of every conceivable size and shape (have you ever seen those jumbo post cards die-cut into the shapes of various states?) runs up the cost and slows down the handling of all mail.

Reasonable standardization of sizes and shapes acceptable for mailing would benefit everybody, including direct mail people. And it's no more hampering to the creative spirit than the fact that a page in a newspaper or magazine is the same size and shape for every advertiser.

\# \# \#

What They're Saying . . .

Verse too Gassy?

That Conoco Cadillac contest . . . ugh! A great American oil company makes fine gasoline and operates thousands of well-staffed service stations, but the current complete-the-last-line jingle of the Continental Oil Co. is so unnecessarily bad it sets the cause of poetry back 50 years and wipes out half the good will won the hard way by the oil industry's public relations program. As the scholarly professor, A. E. Housman, said long ago—"But oh, good Lord, the verse you make/It gives a chap the belly-ache!"

—Henry Hough's "Rough Enough" column in the May "Rocky Mountain Oil Reporter."

Be Package-Conscious!

The drug industry is concerned basically with the production, promotion, and sale of packaged drug products.

All of its research work, marketing surveys and selling techniques, are designed to give packaged products consumer acceptance and consumer loyalty.

So the package becomes of fundamental importance to the success of the product. It must speak good or ill of the manufacturer. It must be designed in the light of modern merchandising methods. It must be suited to effective shelf display. It must be competitively alive.

So we urge the manufacturer to take a good, hard, realistic view of the packages which house his products, bear his name, carry his message, and which underlie the growth and expansion of his business.

—Editorial, Drug Trade News, May 4 issue.

Rough Proofs

"Rating execs watch little tv, *Newsweek* says."

At least one thing that should prove is that they are completely impartial.

•

Bankers Life Insurance Co. of Nebraska has started a national advertising campaign, AA reports, with the reminder, "not to be confused with Bankers Life & Casualty of Chicago or Bankers Life of Des Moines."

Wanna bet?

•

The Post Office and the Bureau of the Budget are at loggerheads over rate increases, a Washington news story says.

If the Post Office weren't at loggerheads with somebody over rate increases, that would also be news.

•

That new Scotch-Brite scouring pad seems to eliminate itself from the field by announcing in its introductory advertising, "outcleans, outlasts any scouring pad!"

•

"The mere fact that a product is made and advertised is no guarantee that it will sell," remarks the Biddle Co.

Advertising provides the accelerator, but it can't help a motor that won't run.

•

The Industrial Bank of Commerce, New York, advertises that it will make loans of $1,500 to $5,000 to executives by phone "on your signature only," but doesn't say a word about friendly Bob Adams.

•

"A tidal wave of craving for convenience" is sweeping over the country, says that astute observer, Charlie Mortimer.

Women will try every which way to save time and trouble on practically everything except their beauty treatments.

•

"Big today," says *Life*, "the demand from cigaret smokers is going to be even bigger in the booming market of the 1960s."

That will be good news for the Tobacco Industry Research Committee.

•

That slender nude who slipped among the models for Cole of California bathing suits has thus far refused to face any magazine audience to which her four-color reproduction has been exposed.

•

With all the talk about satellites, guided missiles and space technology, it was no wonder that the winner of the Preakness at Pimlico turned out to be Royal Orbit.

•

Admen may think that there is some controversy over the 15% agency commission, but they haven't been listening to restaurant men discussing the 7% commission they are asked to pay to certain credit card services.

•

"Schlitz tops Milwaukee art directors awards," reports the world's greatest advertising journal.

The advertising art, too, is moving up to quality.

•

When Bob Grim, of the Kansas City Athletics, pitched a 10 to 0 shutout against his old pals, the New York Yankees, all suffering Casey could say was, "The most unkindest cut of all."

COPY CUB.

During the first quarter of 1959

The Washington Post

was first among morning newspapers

and third among all newspapers

in America's top ten markets

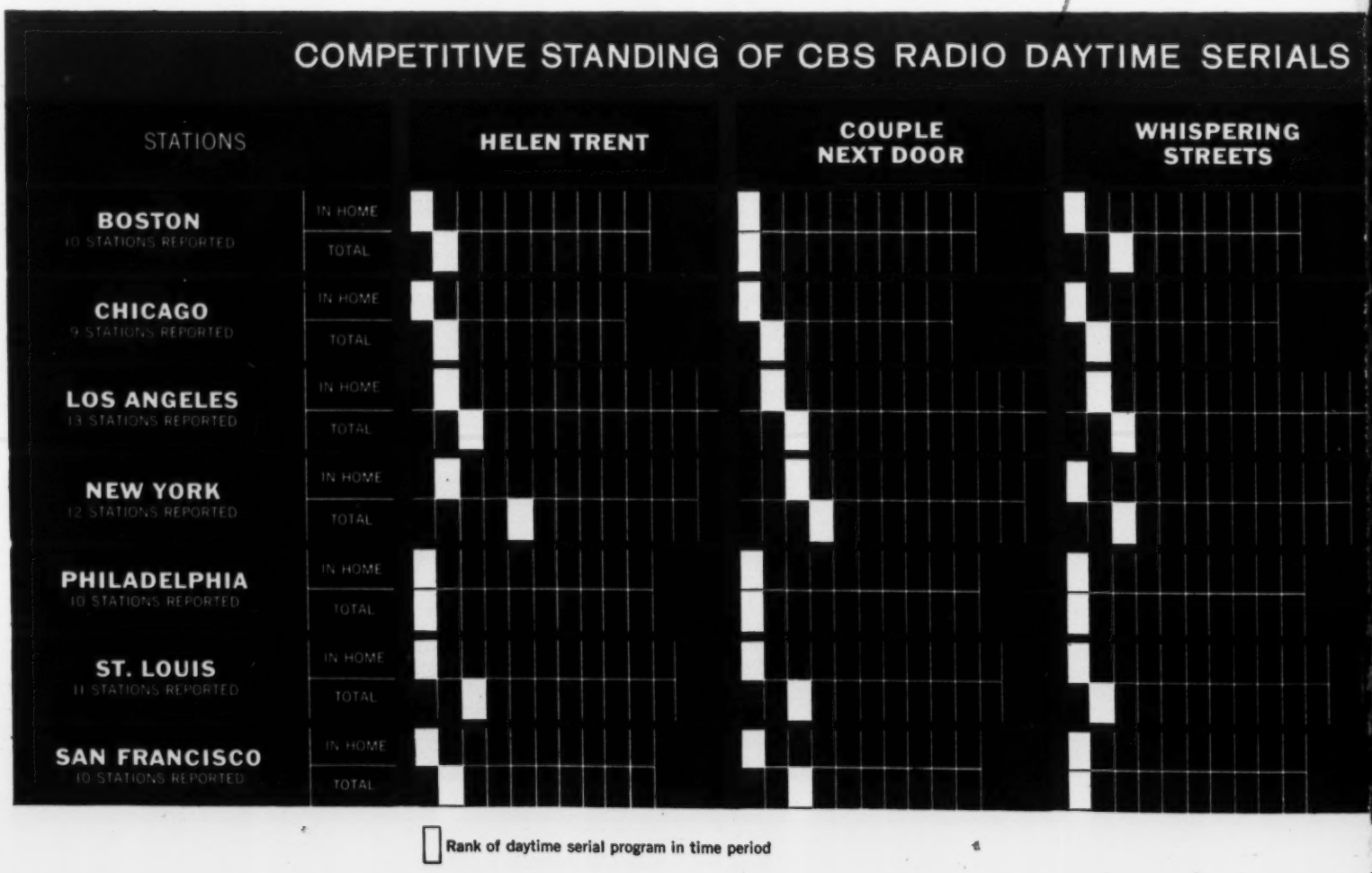
in total grocery advertising

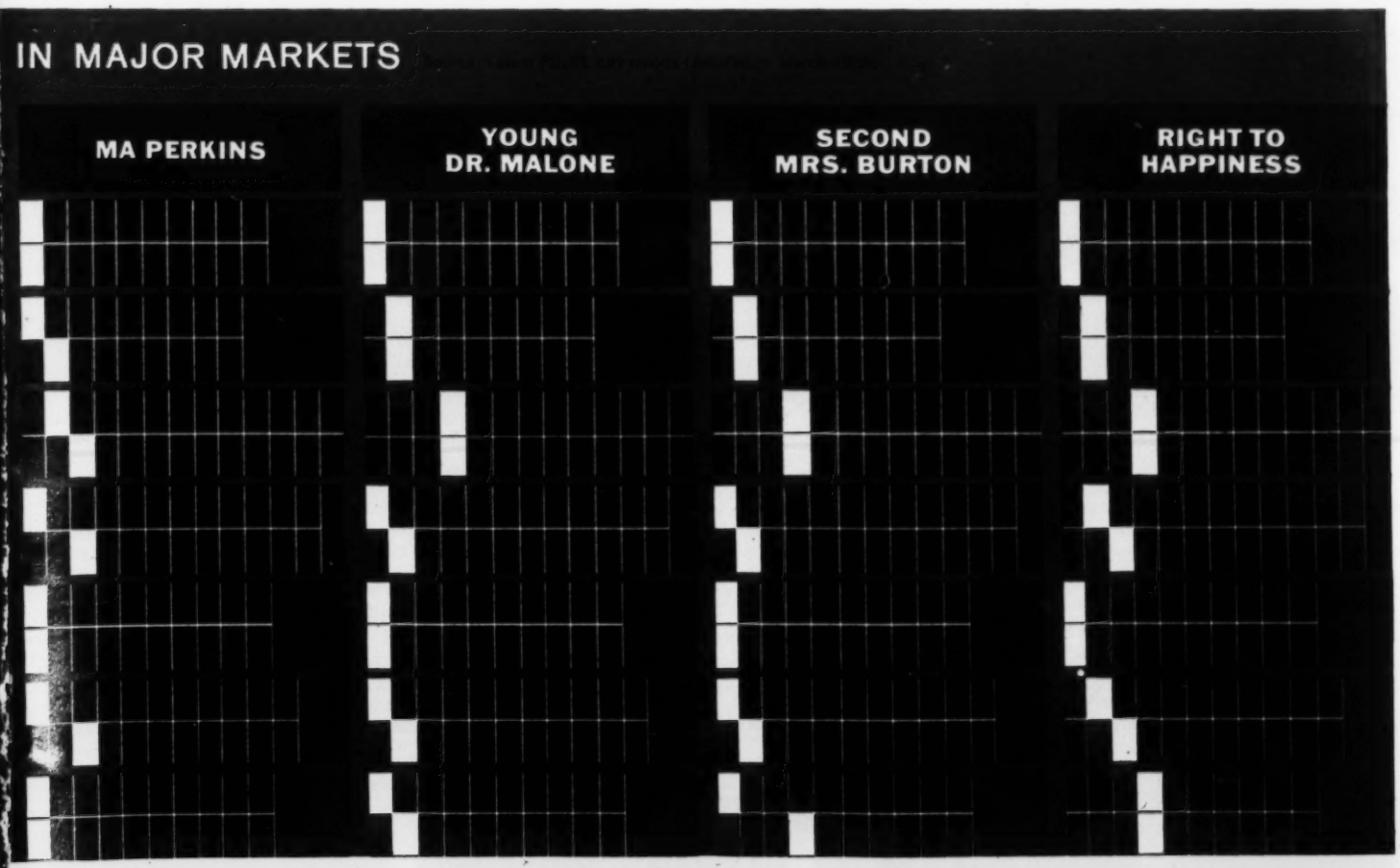
Media Records
Retail plus National

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

This chart is THE MOST telling demonstration we have found of the audience sweep of CBS Radio Network daytime drama. The significance is very clear when programs score so high–in 7 of the toughest (and most sophisticated) markets in the U.S. And it goes on year in and year out. It must be that housewives really want these programs. These are the facts.





THE CBS RADIO NETWORK

First thing we do is get the problem down...

Then we solve it...with the most sensible (and attractive) presentations, displays, mailing pieces, your sales staff ever saw. Won't you sit down with us at **RAPID ART SERVICE,** 304 East 45th St., N.Y. 17? All it takes to wrap it up is one visit! Call **MU 3-8215**

ART STUDIO • TYPE SETTING • LETTER PRESS • SILK SCREEN • BOX EASELS & BINDERS

Richardson Chevalier Hayes

RADIO SPECIAL—*Albert B. Richardson Jr., ad vp for Chesebrough-Pond's, Maurice Chevalier and Arthur Hull Hayes, president of CBS Radio, all appear to be looking forward to the September hour-long Chevalier special from Paris to be heard on CBS under the sponsorship of Chesebrough-Pond's. Mr. Chevalier and a host of other French stars will be featured on the show.*

FTC Sets Hearing in American and Union News 'Coercion' Case

WASHINGTON, May 19—The Federal Trade Commission expects to get hearings under way May 25 on a complaint involving relationships between leading magazine publishers and the nation's top newsstand operator.

In the first phase of the hearing, American News Co., and its wholly owned subsidiary, Union News Co., will be accused of coercing leading magazine publishers and cigar manufacturers into paying unlawful promotion allowance for favorable treatment on its 1,500 newsstands.

Later, the commission expects to consider charges that leading publishers gave promotion allowances to American and Union and others without offering similar benefits to all newsstand operators.

■ Altogether, the commission has issued 13 separate complaints in the newsstand field covering American News, Union News and most of the top magazine distributors and publishers (AA, Feb. 23).

In a reply filed with FTC last week, American News and Union News flatly denied coercion of publishers, and insisted that the commission lacks jurisdiction over the newsstand business.

A decision to move ahead immediately with a hearing on the operations of American News and Union News was made by FTC Hearing Examiner Abner Lipscomb at the urging of Wallace Adair, FTC attorney.

■ On the other hand, publishers have been given indefinite extension of the deadline for officially answering the FTC's charges, and may not face a hearing until after the evidence in the American News-Union News case is completed.

According to FTC's current timetable, the hearing which gets under way in New York May 25 will last four days. Mr. Adair said he plans to submit evidence of coercion at that time, but that he is not likely to complete his case without additional sessions.

In its complaint, FTC claimed American News-Union News received at least $700,000 of illegal payments in 1957 alone. On the other hand, it said blue bloods among the popular magazines have given illegal payments to a number of newsstand operators with key locations in railroad and airline terminals, hotels and other high traffic locations.

■ For example, FTC said Select Magazines Inc., mutually owned distributor for *McCall's, Popular Science, Reader's Digest,* Meredith, Street & Smith and Time Inc., made $231,000 in payments in 1957 alone, including $107,000 to American News-Union News. Illegal payments were also charged against Curtis, Cowles, *Esquire, The New Yorker, Newsweek, U.S. News & World Report,* Hearst Corp., Macfadden, Fawcett, Triangle Publications, and Bayuk cigars.

While FTC's complaints identify other big newsstand operators who received payments, only American News-Union News has been accused of coercing publishers.

The American-Union reply contends the case is "moot." It claimed the complaint "fails to define a line of commerce as to which FTC may adjudicate or grant relief." #

Hyatt Joins A&C

Stuart Q. Hyatt, formerly with Calkins & Holden (now merged with Fletcher D. Richards Inc.), has joined Anderson & Cairns, New York, as a copywriter.

Homebuilding reaches new peak in growing Oklahoma City!

More than 4,000 new homes were started in Metropolitan Oklahoma City in 1958, an increase of 85% over the record for 1957.

The boom in residential construction is a continuation of a growing trend that has added 37,809 new homes since 1950, helping earn Oklahoma City the reputation for being one of the fastest growing cities in the nation.

This amazing record of new home construction was made while official records reported more than 80% of the City's occupied homes now are owned by their occupants.

New homes mean growing populations, growing sales opportunities. Plan for your own sales growth with a strong advertising schedule in the newspapers with the greatest coverage of this growing market, The Daily Oklahoman and Oklahoma City Times.

Oklahoma City Standard Metropolitan Area Definition Amended

Population growth in Central Oklahoma caused addition of Cleveland County to Oklahoma City Metropolitan Area in 1958. New designation boosts Oklahoma City ranking among national markets to

32nd in Drug Sales

43rd in Retail Sales

44th in Automotive Sales

46th in Population

© TCP CO.

Old and new Navy, a recent Holiday photograph

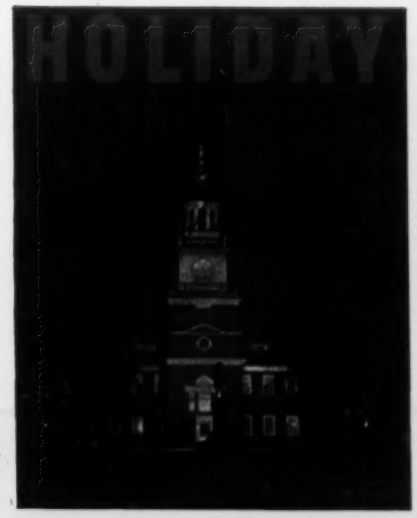
SPEND 184 YEARS BEFORE THE MAST

. . . and share in the traditions and glory, the foibles and fetishes of the U. S. Navy. This recent article by novelist Eugene Burdick sparkles with significant detail and revealing anecdotes. Arnold Newman's photographs all but send a whiff of black powder off the pages.

This glowing bit of Americana typifies the way Holiday interprets people, places and pleasures. Words and pictures together work creative magic to bring a uniquely rewarding experience. The looking and the reading are exciting.

Such a special approach attracts a very special audience: some 875,000 families who seem to be the first to go places, buy things, start trends. And, not so surprisingly, these Holiday families have incomes nearly triple the national average.

They're providing pleasant surprises to a growing number of Holiday advertisers.



***There's a rewarding new world for you in* HOLIDAY**

Sioux City Newspapers
PLANT YOUR ADVERTISING IN THIS FERTILE FIELD!
Sioux City Construction UP 16%
Sioux City Bank Clearings UP 24%
Sioux City Livestock Receipts UP 20%
Siouxland — Sioux City, Iowa's 48-county trade territory — is the land of the "green thumb". Everything grows abundantly here, RETAIL SALES INCLUDED! And why shouldn't they? A $1,208,310,000 effective buying income plus the dominant coverage provided by Sioux City's daily newspapers make a mighty fertile selling field.
SIOUX CITY, IOWA AGAIN A HIGH SPOT CITY IN APRIL — Sales 19.6% over the nat'l. avg. (Sales Management)
Sioux City Sunday Journal
SIOUX CITY JOURNAL-TRIBUNE
The Sioux City Journal
The Sioux City Journal
JOURNAL-TRIBUNE
National Representatives — JANN & KELLEY, INC.

Franklin Dennis Pettit Woodbury

CHAT—*Conversing during a break at the third annual Potts-Woodbury radio-tv farm clinic were Robert Franklin, account executive; Gene W. Dennis, air media executive, and J. B. Woodbury, president, of Potts-Woodbury, and J. I. Pettit, advertising manager, International Harvester.*

Information for Advertisers

"The Three Rs of Direct Mail" is the title of a new booklet published by **Reply-O-Letter Co.** Several direct mail techniques are described in this 34-page booklet. In every case the basic concepts developed by this organization are spelled out. They include how the manufacturer uses mail to back up his own salesmen, his distributors, dealers and jobbers; the problem and the arithmetic of selling subscriptions and books by mail; how to raise funds by mail; how to clean a mailing list; how life insurance companies, stock brokers, mutual funds and other sellers of services employ the medium and why. For copies of the booklet write to Reply-O-Letter Co., 7 Central Park West, New York 23.

• Size, projected growth and geographical distribution of the paper and pulp industry are summarized in a 12-page booklet just brought out by **Paper Trade Journal.** Types of products purchased by the industry are listed, as are 10 specific product studies made by the publication's market research panel. The final pages comment on titles in the industry and define the editorial scope and reader acceptance of the publication as measured by independent studies. For further information, write Arthur E. Gordon, vp, *Paper Trade Journal*, 49 W. 45th St., New York 36.

• A 31-page booklet entitled "Magazine and Newspaper Supplement Audiences by Chain and Supermarket Areas," has just been issued by **Look**. It pinpoints the coverage of the major weekly magazines and newspaper supplements in areas in which key grocery and supermarket chains are located. Designed to help advertisers select the most desirable market for specific products sold in food stores, as well as the most effective publications for reaching those markets, the new booklet contains data on population, food-store sales and the total number of supermarkets in each of the major chain store and supermarket areas. The study is prepared as an extension of the audience analysis previously issued by *Look* under the title "The U.S. Market, 1958." For copies write Jane Douglas, manager of industry relations, *Look*, 488 Madison Ave., New York 22.

• Product and service profiles of more than 200 industrial organizations active in the development and use of atomic ener-

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

gy in the U.S. and abroad are a highlight of the "1959 Atomic Industry Directory of Products, Equipment and Service" published by the **Atomic Industrial Forum,** association of the atomic industry. Data in depth on products, equipment and services which have their primary application in the nuclear power and applied radiation fields is listed under 40 major classifications and more than 130 sub-categories. Listed organizations include manufacturers, processors, architect-engineers and constructors, consultants and suppliers of technical research services. The 132-page directory is available at $2.50 per copy from Atomic Industrial Forum, 3 E. 54th St., New York 22, Dept. D.

• In answer to "the growing call by leading agencies and advertisers for reliable qualitative information about magazines," **Parents' Magazine** has issued a new personal interview study entitled "How *Parents' Magazine* Is Evaluated and Used by Its Subscriber-Families." It is designed to explore the extent of the magazine's influence on the activities, buying habits, reactions to advertising and other facets in the lives of its reader-families. The entire survey, method of interview and sample design were planned to conform to the standards set forth in the Advertising Research Foundation's criteria for marketing and advertising research. Copies of the study may be obtained from the magazine's representatives or from the *Parents' Magazine* research department, 52 Vanderbilt Ave., New York 17.

• "An Invitation," special five-part promotion brochure, has been prepared by the **Television Bureau of Advertising** to acquaint agencies and advertisers with the bureau services available. Services highlighted in the brochure include evaluating the advertiser's budget, measuring the medium, measuring the advertiser's television activity, obtaining greater television results and evaluating them. Copies are available free from the bureau at 444 Madison Ave., New York 22, or 369 Pine St., San Francisco 4.

• One of J. Walter Thompson's famed "Interurbias" or "markets of the future" has become a reality today in Colorado, according to data revealed in a three-city report on the three-city market of Denver, Colorado Springs and Pueblo, released by the radio division of **Avery-Knodel.** The brochure was prepared on behalf of the Avery-Knodel represented Denver Metropolitan Group, which is affiliated with the Intermountain Network. Copies of the report are available at no charge and may be obtained by contacting Avery-Knodel, 720 Fifth Ave., New York 19.

• A short guide to preparing new product press releases for use in business publications has been published by **McGraw-Hill Publishing Co.'s** promotion department. Its title is "Tell Us About Your New Products." It explains what kind of photographs should accompany a new product release, what information the release should include and the best format for a new product release. It offers other suggestions by McGraw-Hill's editors to help advertisers or agencies prepare more informative and useful releases. Copies are available from all McGraw-Hill publications and district offices.

Gas Assn. Promotion Pushes Year-Round Air Conditioning

"Milady's Climate," a 12-page full-color brochure, and "Mother Knows Best," a 16½-minute motion picture, will launch American Gas Assn.'s sales promotion drive to win a greater share of the residential market for gas central air conditioning.

The brochure tells homemakers the story of better living through year-round gas air conditioning and may be ordered in quantities of 1,000 or more at 9¢ each with company imprint or 8¢ without imprint. The film, starring Academy Award winner Jane Darwell, may be purchased by utility companies at $125 for the first copy and $100 for each additional print. Both are available from Walter Burton, merchandising division, Minneapolis-Honeywell Regulator Co., 2753 Fourth Ave. South, Minneapolis.

Garfield-Linn Adds 3 Accounts

Garfield-Linn & Co., Chicago, has been appointed to handle advertising for Automatic Merchandise Co., Chicago; Elgin Metal Casket Co., Elgin, and Johnson Plastic Tops, Elgin. Automatic Merchandise operates vending equipment for industrial plant feeding. Johnson Plastic produces tops for restaurant, school, cafeteria and institution equipment. Elgin Metal, manufacturers of caskets and hardware for caskets, will use a series of color ads in trade publications.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1929
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

face
face
face

Consumer Tastes Changed with Advent of Sputnik: Cheskin

NEW YORK, May 19—"Recently, the public has become aware of false symbols. In the year 1958, consumers began making choices that were to a considerable degree more rational than they were a few years back . . .

"Our studies showed that flamboyant fins and gaudy color combinations would no longer sell cars; useless gadgets would not appeal to the 1959 and 1960 shoppers.

"What is the primary cause for this basic psychological change? The answer is the sputniks! Not the economic recession, but the satellites drastically changed our attitudes toward many things and ideas."

So writes Louis Cheskin, director of the Color Research Institute, in his new book, "Why People Buy" (Liveright Publishing Corp., New York, $5).

Mr. Cheskin, author of several books on color, covers a wide range of topics in his newest work: The structure of a marketing program, research, semantic differential, symbols, trademarks, and advertising.

Mr. Cheskin says this book is a sequel to "How To Predict What People Will Buy," an earlier work. "Why People Buy" covers facets of research which were not covered by the other book, Mr. Cheskin said. #

DeChamp Joins Orange-Crush

Jack W. DeChamp has joined Orange-Crush, Evanston, Ill., as assistant advertising manager. He was formerly cooperative advertising manager of Sunbeam Corp.

Freese Named Cannes Judge

John Freese, manager of radio-television production, Young & Rubicam, New York, has been appointed American jury member and U.S. delegate at the Sixth International Advertising Film Festival, by the Theatre-screen Advertising Bureau. The festival, which honors outstanding European and American theater screen commercials, will be held in Cannes June 9-13, under the joint sponsorship of International Screen Advertising Services.

Mustard Campaign Planned

Mustard and its low calorie content and flavorful contribution to modern eating habits—with emphasis on informal cooking—will be featured in the summer and fall advertising campaign of Charles Gulden Inc., Saddle Brook, N.J. The company, manufacturer of Gulden's prepared mustard and Gulden's prepared yellow mustard, will concentrate on newspaper and radio advertising. J. M. Kesslinger & Associates, Newark, is the agency.

McIntyre Opens Chicago Plant

O. E. McIntyre Inc., New York, direct mail producer, has opened a new plant in Melrose Park, Ill., a western suburb of Chicago, designed to handle 100,000,000 pieces of mail annually. It will service several midwestern clients, including Bankers Life & Casualty Co., Encyclopedia Britannica, *Better Homes & Gardens*, and Boys Town.

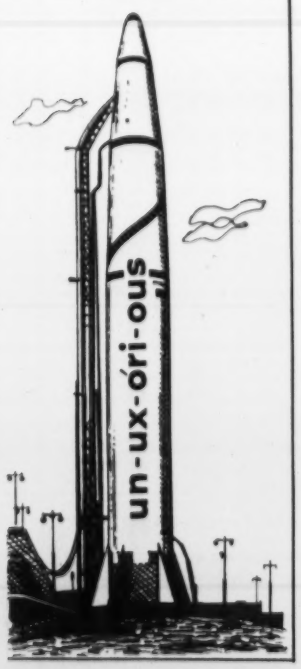
Rayher Named A. M.

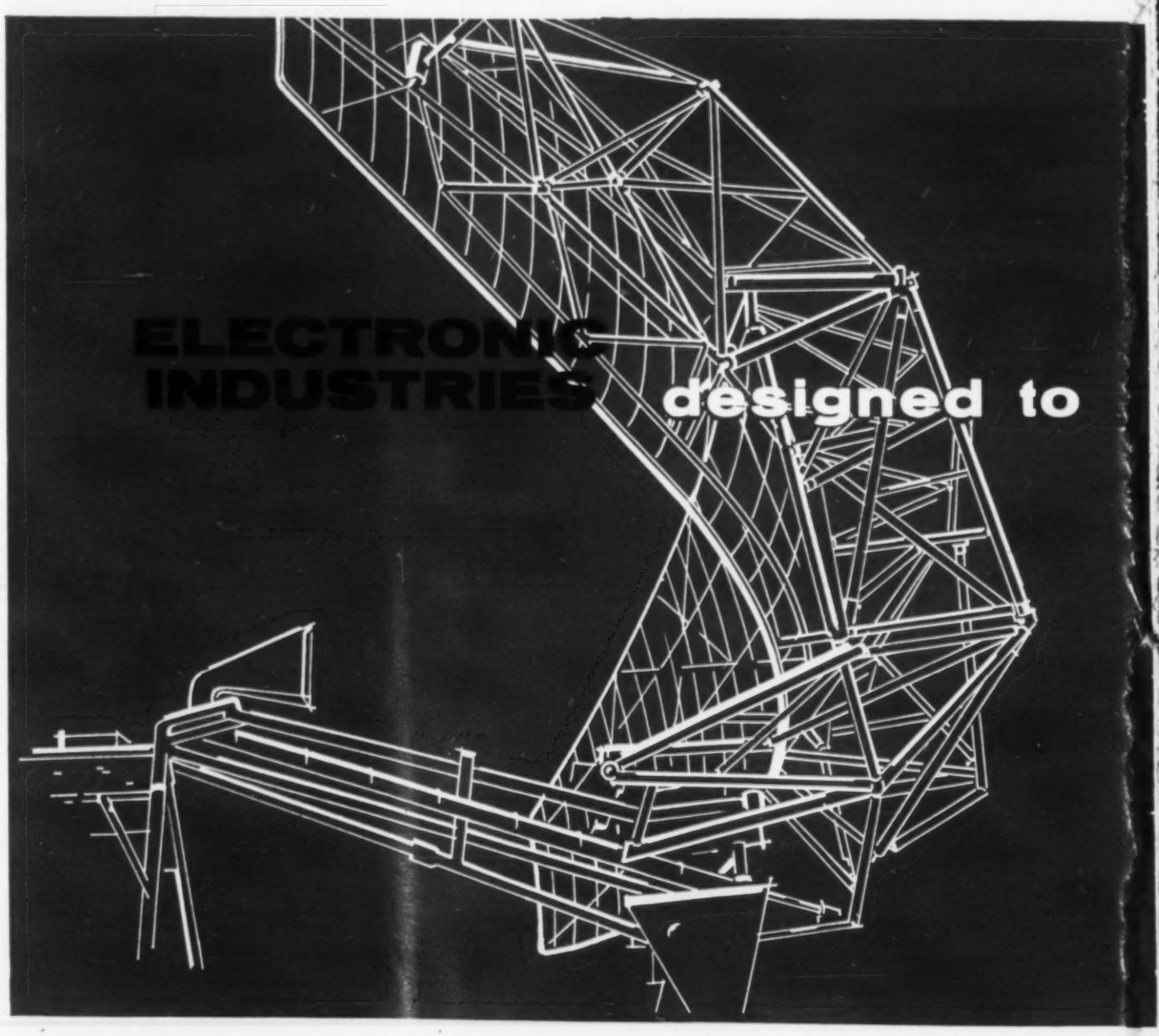
Walter E. Rayher, district manager of the Philadelphia area for *Automatic Control*, published by Reinhold Publishing Co., New York, has been appointed advertising sales manager of the publication. The position has been vacant for some time and has been handled by the publisher, Merald Lue.

FOLLOW THE COUNT-DOWN . . .

"2"

Look out for the Biggest Blast





Readers benefit through authoritative information on the theory, technique, design and employment of electronic components and equipment used in the air or on the ground, whether in consumer, industrial or military applications.

Advertisers benefit because the design or application of electronic equipment calls for specialized engineering experience and knowledge—and in EI their advertisements will reach over 51,000 subscribers (men with proven buying influence) who are developing or using electronic apparatus.

Electronic Industries is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Electronic Industries devotes full time to the publication, with the dual aim of continuing its editorial excellence and building its high quality circulation. The result is a magazine *designed to sell* electronic components and equipment.

Art Club Elects Officers

The Art Directors Club of Chicago has elected Leonard Rubenstein, of Clinton E. Frank Inc., president. Other officers are Sam Fink, Young & Rubicam, 1st vp; Dean Straka, N. W. Ayer, 2nd vp; Ralph Eckerstrom, Container Corp. of America, secretary, and Jules Beskin, Foote, Cone & Belding, treasurer. Mr. Eckerstrom will serve as general chairman of the ADCC 27th annual exhibition. Mr. Fink and Frank Johnson, of Needham, Louis & Brorby, will serve as general chairman and co-chairman of the National Poster Exhibition.

Arthur Shifts to New Quarters

Arthur Advertising Service, New Orleans, has moved to larger quarters at 823 Perdido St. The agency also appointed Stephen A. Scalia general manager, June Masse head of radio and television and James M. Ruffin, art director and production manager.

5 Cigaret Makers Put $3,991,138 in Radio in 1st Quarter

NEW YORK, May 19—The Radio Advertising Bureau, which is not yet ready with its first quarter report on radio spending, has put together an analysis of the spending by five major cigaret companies in spot radio for that period.

Based on activity in 100 markets, RAB estimated that Liggett & Myers, R. J. Reynolds, P. Lorillard & Co., American Tobacco Co. and Philip Morris spent $3,991,138 in spot radio during January, February and March. This was an increase of 6.2% over their spending level in the 1958 first quarter.

Liggett & Myers topped the list with a budget of slightly more than $1,400,000. The L&M brand got the biggest play.

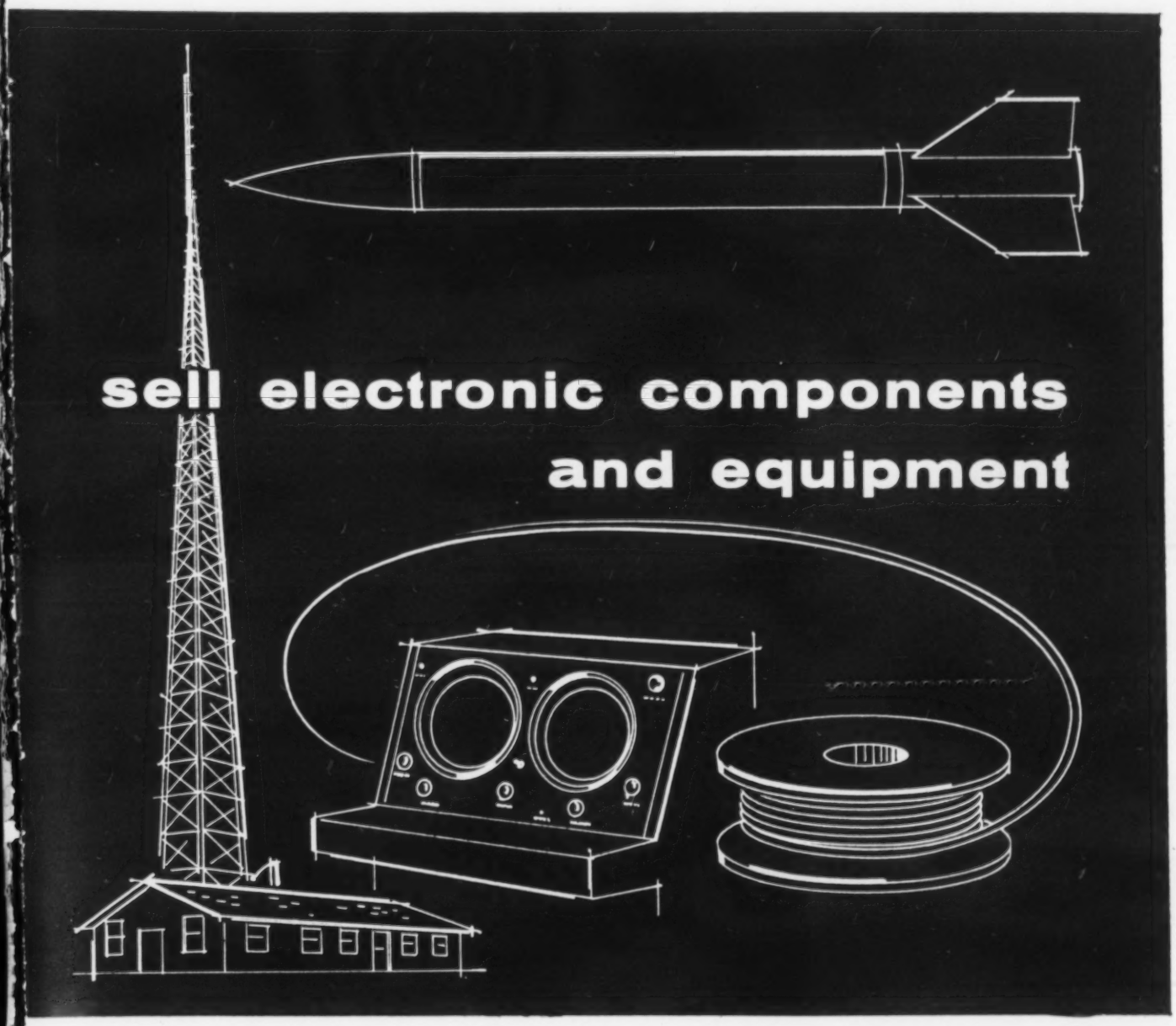
Next was R. J. Reynolds, with $900,000. Both Camel and Winston showed up strong. P. Lorillard had schedules for Kent, Old Gold and Newport, for an estimated total of nearly $660,000.

American Tobacco's outlay in spot radio was put at slightly less than $600,000. Hit Parade, Lucky Strike and Tareyton were active. In fifth place was Philip Morris, at about $400,000.

■ RAB, which characterized Brown & Williamson as a "marginal spender" in spot radio, did not include its schedule for Viceroy in this compilation. #

Lane Joins Sam Austin

John W. Lane, former owner of Midwest Editorial Service, and onetime member of the editorial staff of ADVERTISING AGE, has joined Sam L. Austin Inc., public relations counsel, Chicago, as an associate. Lucille Range, formerly director of the homemaker service division of the National LP-Gas Council, has joined Austin as an account executive.



Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

My Mommy Listens to KFWB

Working mommies or home-type mommies . . . they all look to KFWB as the daddy of all radio stations in the Los Angeles area.

Once again Pulse reports KFWB first among all Los Angeles stations . . . night-time and day-time. Hooper says it this way: KFWB has more audience than all four networks combined!

Buy KFWB . . . **first in Los Angeles.** It's the thing to do!

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

your key to a
HIGH INCOME MARKET

The ELKS Magazine delivers
a class audience of 1,230,998 men
with a *median income of $7,220.*
26.1% earn $10,000 or more.

Elks incomes rank 7th among readers
of the 53 magazines in the Starch survey.

Higher incomes enable Elks to *spend* more . . .
more *often* . . . as shown by the high rating of Elks
in most ownership classifications in Starch.

To best reach and sell this high income men's market,
advertise in The ELKS Magazine.

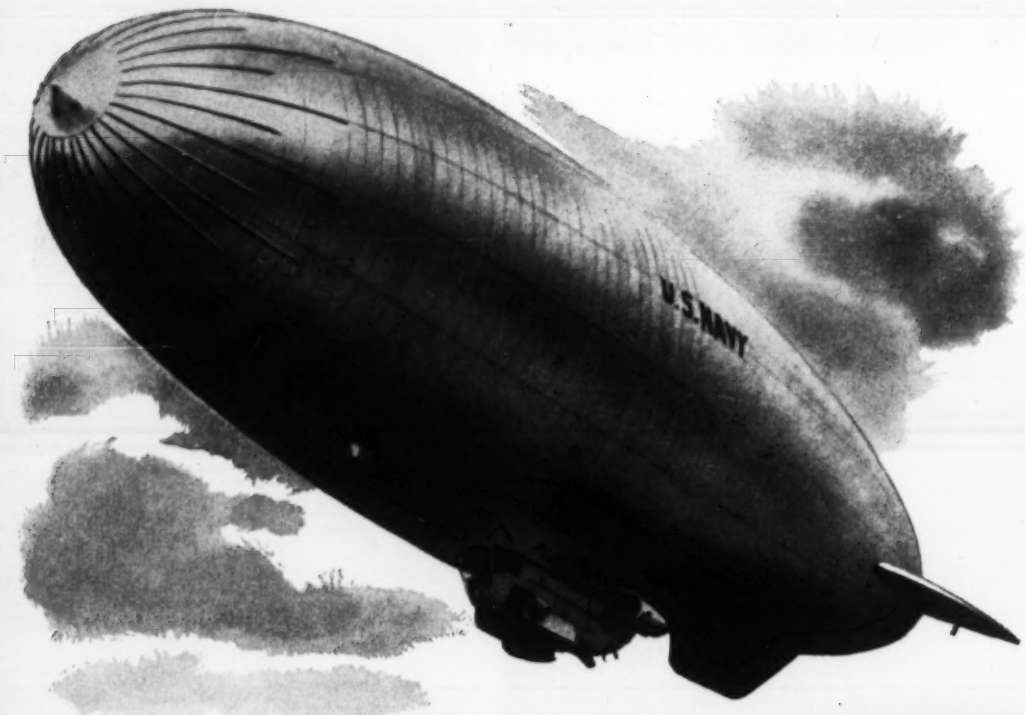
More information? Write for a copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street



YOU MAY NEVER FLY A BLIMP*—

BUT... Your WKZO Radio Will UP Your Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

The one sure way to get *highest* listenership in Kalamazoo-Battle Creek and Greater Western Michigan is to use WKZO Radio. Pulse rates WKZO Radio undisputed leader (6 A.M.—12 Midnight, Monday through Friday) in *360* quarter hours.

And that's not all—WKZO Radio's audience is 43% larger, *day and night*, than that of the next station.

Ask Avery-Knodel for avails!

**U.S. Navy blimp ZPG-2 made a record flight of 8 days, 8 hours, 4 minutes in May, 1955.*

AM - TV - FM
The Fetzer Stations
WKZO TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD TV — PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Don Hanson, publisher of *Woman's Day* and one-time tournament bridge player, buys three newspapers every evening, flips them successively to the bridge page and plays three fast games with the help of a pencil on his way home . . .

Hal Davis, vp of Grey Advertising, is pushing a $3 record (United Recording Laboratories) featuring admen as musicians. Proceeds from record sales will go, as did the proceeds from the luncheon session, to the Advertising Men's Post of the American Legion and the *New York Herald Tribune's* fresh air fund . . .

T. J. Angus Shearer, of London Press Exchange, spent four weeks in the U.S. with client **Raymond Tarrant,** of McDougall's Flour, visiting supermarkets, and incidentally making the IAA and Four A's meetings. Mr. Shearer was particularly impressed with the straight-forward and open answers to business questions he asked, and he loved San Francisco. He said its views of hills and sea reminded him of the Riviera . . .

In the International Class spring series for the Stanley trophy in the sailing races off Larchmont, admen were well represented. **Harvey Conover Jr.** and **Bud Mast, William E. John Jr.,** vp of William Esty Co., **Sam Barton,** president of Market Research Corp. of America, and **Rosser Reeves, chairman of Ted** Bates & Co. Their finish order ranged from 12th to 16th, but they were up against such masters of wind and sea as Cornelius Shields Jr. and Emil Mosbacher Jr. . .

50-YEAR MAN—*Harland C. Forbes, board chairman of Consolidated Edison of New York, bestows a 50-year service emblem on Edward A. Holmberg, ad manager, who in 1909 joined the company as an office boy in the ad department.*

James V. O'Gara, senior editor in charge of AA's New York office, was inducted into New York University's James Melvin Lee chapter of Kappa Tau Alpha, national journalism fraternity, May 15 . . . **Lee Hastings Bristol Jr.,** pr director of Bristol-Myers Products division, has been made an honorary member of Alpha Delta Sigma, professional ad fraternity . . .

Who's the "typical American Suburban Family?" That of **R. Ted Davis,** ad salesman for *Architectural Forum*—according to the fashion industries committee of the American exhibit in Moscow. The committee selected the Davis menage to go to Moscow on July 19 for a six-week participation in the American exhibit . . .

George H. Hecht, publisher of *Parents' Magazine*, who recently returned with Mrs. Hecht from a tour of Africa, is believed to be the most widely traveled publisher in the business. There are very few countries which he and Mrs. Hecht have not visited . . .

Frank W. Chaffee, formerly on the Chicago staff of Metropolitan Sunday Newspapers, who retired from the advertising business a few years ago to move to Vero Beach, Fla., is now a full-fledged realtor, having joined Alex J. Snow in that thriving East Coast City . . .

William K. Beard Jr., president of Associated Business Publications, will leave June 5 with his wife for a European vacation . . .

An after-hours thespian is **John Owens,** sales promotion manager of Avery-Knodel, New York radio-tv representative. The first of May he starred as Sakini in "The Tea House of the August Moon," presented by the Douglaston Community Theater. He's also appeared in "Mr. Roberts" and Sabrina Fair," presented by the group . . .

It's now a full hockey squad for **Bill Shambroom,** account exec at Mogul Lewin Williams & Saylor, and Mrs. Shambroom, with the birth of twin boys, bringing the Shambroom brood to six—all boys . . . Over at the **Judd Choler** household (he's WCAU-TV's new director of sales promotion) the total is now four—all girls—with the birth of Jennifer Judd Choler . . . **Redd Gardner,** general manager of the KCRG stations, has a new daughter, Johanna Maria, born May 1 . . .

You can add to your list of extremely competent but amateur painters the name of **Robert M. Feemster,** exec committee chairman of *Wall St. Journal.* Bob's six-story New York brownstone is filled with his paintings, and he's just had an offer (refused) of more than $1,000 for one of them . . .

Eleanor Dunn of Edward H. Weiss & Co., Chicago, is now traveling in Japan . . . **Edgar Kobak,** consultant and former Mutual president, and Mrs. Kobak are on a month's trip to Italy and London . . . **George Schmidt,** sales exec of Radio-TV Representatives, New York, left May 9 for Hong Kong and Japan, returning to New York via Honolulu June 1 . . .

Ann Bartlett Tipton will be married in June to **James Perley Storer,** sales manager of WIBG-Radio, Philadelphia, of the Storer Broadcasting Co., of which his father, **George Storer,** is president . . . Charles William Ferguson III was born April 23, the first child of **Chuck Ferguson,** account exec of WBBM Radio sales . . .

Atlanta Adclub's distinguished service award for 1959 goes to **Marshall H. Lane,** art director of Coca-Cola Co. . . **James H. Lavenson,** president of Lavenson Bureau of Advertising, Philadelphia, has been elected treasurer of the Young Presidents' Organization . . .

Harry Bullard, former Minneapolis manager of *The Saturday Evening Post,* now attached to the *Post* ad sales staff in New York, has been elected chairman of the pr committee of the Episcopal Arch Deaconry of Passaic County, N.J. . .

George F. Swartz, vp of Barlow Advertising, Syracuse, is the new president of American Marketing Assn.'s central New York chapter . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

Meet a Hidden City Engineer

On the job he talks about putting satellites into orbit. At home he talks about buying a second car. And he can afford it, for like most Hidden City husbands he's on his way up in a well-paying occupation. His young wife—more than half the wives in Hidden City are 39 or under—wants a sports car. His three children hope for a station wagon (Hidden City parents have 422,913 children—more children per family than the homes reached by any other weekday metropolitan newspaper in Los Angeles). He'll probably make the final decision from an advertisement in The Mirror News—because 4 out of 5 of the million Mirror News readers in 307,412 Hidden City homes take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

***It's bigger than Denver** . . . or Dallas, Portland, Cleveland, Miami, Pittsburgh, Cincinnati, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

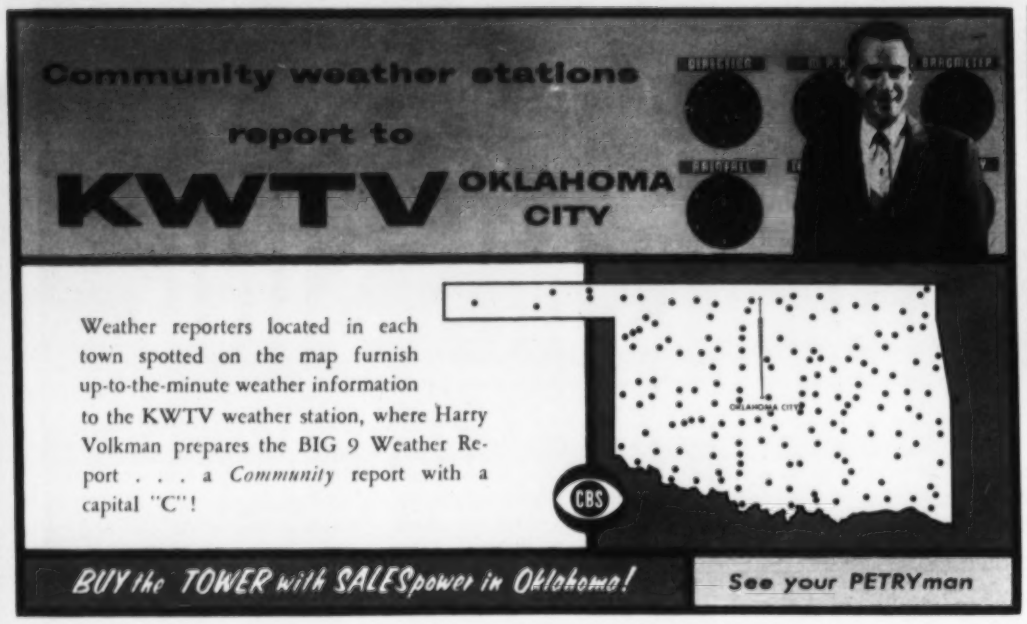
MIRROR NEWS

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco


Community weather stations
report to
KWTV OKLAHOMA CITY
Weather reporters located in each town spotted on the map furnish up-to-the-minute weather information to the KWTV weather station, where Harry Volkman prepares the BIG 9 Weather Report . . . a Community report with a capital "C"!
CBS
BUY the TOWER with SALESpower in Oklahoma!
See your PETRYman

Otto L. Bruns, 62, 'Advertising Age' Sales Rep, VP, Dies

CHICAGO, May 19—Otto L. Bruns, 62, a vp and sales representative of Advertising Publications Inc., publisher of ADVERTISING AGE, *Industrial Marketing* and *Advertising Requirements*, died at Martha Washington Hospital last Saturday evening. He had been suffering from a heart ailment for the past few years.

Otto L. Bruns

Mr. Bruns joined Advertising Publications in 1933 as a sales representative on ADVERTISING AGE. In 1952 he shifted over from AA to do sales spadework on a new sister publication launched by API, *Advertising Requirements*.

Before joining API he had worked in the Chicago sales office of *Editor & Publisher* for two years, and prior to that was in the Chicago sales office of the *Kansas City Star*.

REX W. D. SMITH

NEW YORK, May 19—Rex W. D. Smith Jr., 58, retired vp for public relations of American Airlines, first editor of the old *Chicago Sun*, and former managing editor of *Newsweek*, died May 17 of cancer at Memorial Hospital.

Born in Gate City, Va., Mr. Smith joined the *Detroit Times* in 1919 and later worked on the *San Francisco Examiner* and the *Los Angeles Times*. He also wrote for motion pictures.

In 1929 Mr. Smith went to Europe as a correspondent and then joined the Paris edition of the *New York Herald Tribune*. He became chief of the Associated Press bureau in Madrid in 1931 and covered the Spanish civil war. He became an authority on bullfighting and wrote "Biography of the Bulls."

■ In 1936 he joined *Newsweek* as foreign editor and a few years later was named managing editor. In 1941 he was named the first editor of the *Chicago Sun*, now the *Sun-Times*.

Mr. Smith joined the Army air forces in 1942 as a major and was discharged with the rank of colonel. He joined American Airlines in 1945, retiring last June because of ill health.

JOHN A. LUTZ

PHILADELPHIA, May 19—John A. Lutz, 80, former advertising and sales manager of W. B. Saunders Co., medical publisher, and former president of the Poor Richard Club of Philadelphia, died May 13 at Graduate Hospital.

Mr. Lutz had been with Saunders for more than 50 years before his retirement in 1952. He joined the company in 1899 and was named advertising director in 1901. In 1936 he was named sales manager, but he continued to supervise the advertising department. He was named pr director in 1948 and served in that capacity until his retirement.

For many years he edited the Poor Richard Club's "Poor Richard's Almanack." He also served the organization of advertising men here as secretary, director and vp. In 1956 he was elected a life director.

ROBERT A. UIHLEIN

MILWAUKEE, May 19—Robert A. Uihlein Sr., 76, vp and secretary of Jos. Schlitz Brewing Co., died May 13 of leukemia at St. Joseph Hospital here.

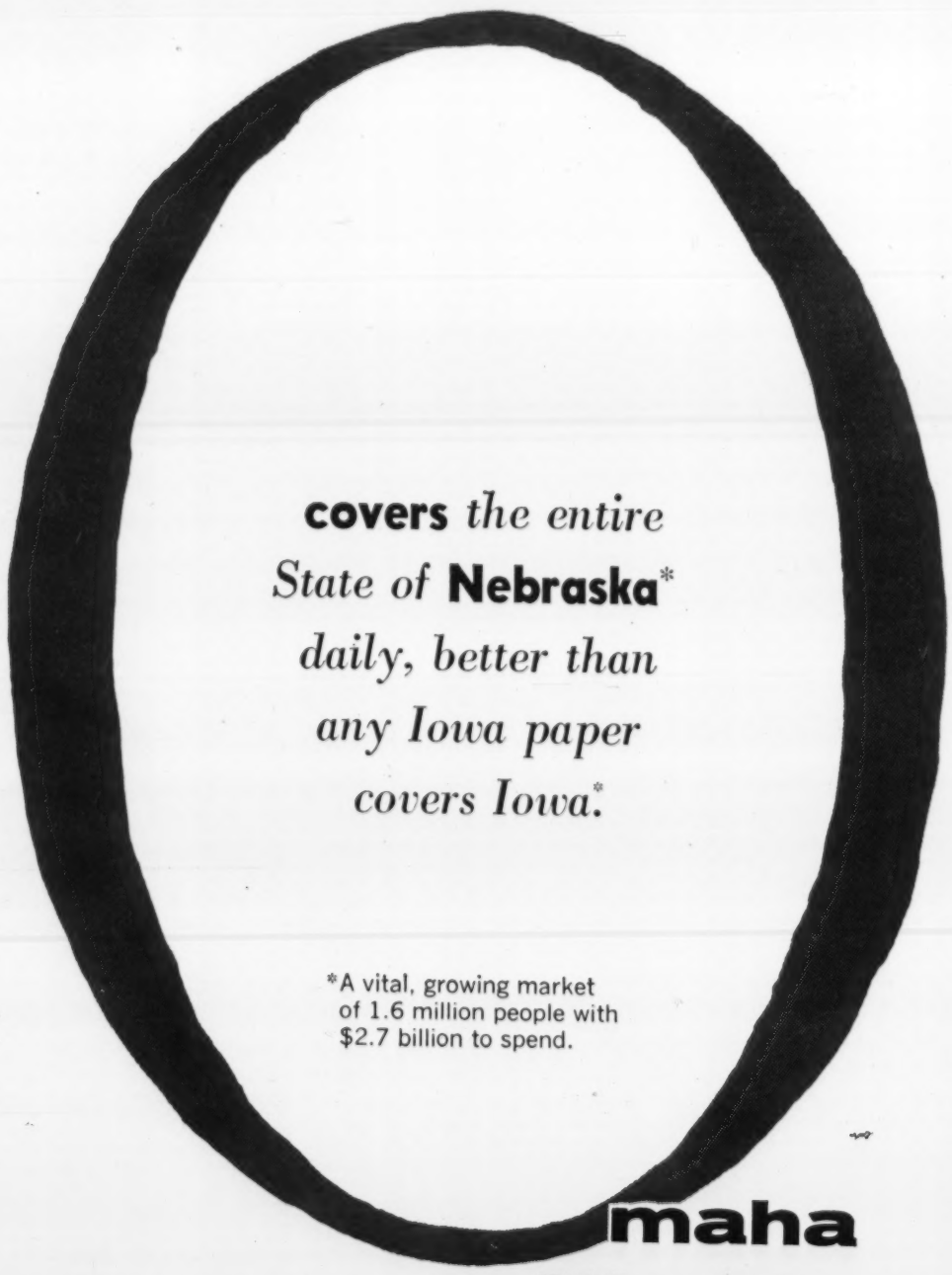
Mr. Uihlein had been active in brewing, banking, educational and civic circles throughout his life. His family operated Schlitz, this city's largest, and often the nation's largest, brewer since the death of Joseph Schlitz in 1875.

■ A graduate of law school at Cornell University, Mr. Uihlein attended the Wahl Henius Institute of Brewing, Chicago, and studied at the Joergensen Laboratories, Copenhagen, Denmark, to prepare for his career in the brewing industry.

He marked his 50th anniversary with Schlitz last August.

RALPH AXTHELM

NEW YORK, May 19—Ralph Axthelm, 41, vp of Grey Advertising Agency, died May 15 of leukemia. Mr. Axthelm joined Grey in 1937 after he was graduated from Bucknell University. He became a specialist in textile advertising.


covers the entire
State of Nebraska*
daily, better than
any Iowa paper
covers Iowa*.
*A vital, growing market
of 1.6 million people with
$2.7 billion to spend.
Omaha
World-
Herald
Less than 5% duplication of
circulation, morning and evening.
O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco
*Based on latest ABC Audit Reports
and population figures from 1959 Sales
Management Survey of Buying Power.

THE EXECUTIVES IN COMMAND the institutions buying team

*buy or specify all products for the entire Institution**

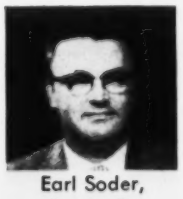
(And they turn to INSTITUTIONS MAGAZINE to find every product need!)

**In all Institutions, including Hotels, Restaurants, Schools and Colleges, etc.*

EXECUTIVES IN COMMAND . . .

like this Institutions executive team in command of ALL purchasing for the Presbyterian-St. Luke's Hospital, Chicago.

Norman A. Brady,
Associate Director



Earl Soder,
Controller

Donald F. Scalzo,
Director of Purchases

E. Virginia Pinney,
Director of Food Service

Maud E. Parkes,
Director of Housekeeping Services

. . . backed up, of course, by their suppliers and specifiers . . . their food wholesalers . . . their food service equipment dealers, contract houses, architects, designers and decorators.

No evaluation of the Institutions Market would be complete without a penetrating study of the hospital segment, with emphasis on its overall purchasing power. Operating on an around-the-clock basis, the nation's 6,818 hospitals (registered by the AHA, 1957) represent a big-buying segment for a diversity of items such as food, food service equipment, furnishings, maintenance and building materials. How big? Well, in food alone, hospitals account for a greater share of the Institutions Market's food purchases than all other segments, excluding restaurants. For specifics, let's review the purchasing details of one hospital . . . Presbyterian-St. Luke's Hospital, Chicago. Nearing completion of its gigantic $17,530,000 expansion program (including a $1,600,000 food service installation which was an award-winner in INSTITUTIONS Magazine's 1959 Food Service Contest), Presbyterian-St. Luke's ranks as one of Chicago's finest hospitals . . . represents a formidable mass feeding, mass housing Institution. Its 900-plus bed capacity places it in the "large" hospital category.

Purchasing at Presbyterian-St. Luke's is as professionally organized as is each of its efficiently-operated departments. At the beginning of its fiscal year, each department (Dietetics, Pharmacy, Housekeeping, etc.) draws up its operating budget. (For the year ending August 31, 1958, expenditures totaled $12,900,000!) Departmental budgets are in turn reviewed by the Controller, the Administration, and by the Board of Directors, the final approval point for overall hospital budgetary considerations.

After this initial, fiscal-year budget approval, all departments draw routine items from the hospital's stock as needed. On other than routine items the Purchasing Department does the buying. In the case of food and drug supplies, however, the Dietetic and Pharmacy Departments do order direct from suppliers, though general administrative controls are maintained.

The buying operations of Presbyterian-St. Luke's, then, revolve around the decisions of the buying team . . . the Department Heads who directly specify what is to be purchased, in what quantity. The Dietetic Department alone spent $872,000 last year for its food and other supplies!

In the hospital segment, as in ALL segments of the Institutions Market, the Institutions Buying Team (the EXECUTIVES IN COMMAND) focus their attention on ONE publication, INSTITUTIONS Magazine. The reason is basic, easily understandable: it fills the *total* needs of these executives who *are* the Institutions buying team. INSTITUTIONS Magazine's just-completed, "Trade Magazine Readership and Attitudes Among Members of the National Restaurant Association" clearly validates this one simple fact. Any INSTITUTIONS Magazine representative will be most happy to show you the enlightening results.

CONSULT YOUR ADVERTISING AGENCY

ABC AUDITED PAID CIRCULATION

Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING

1801 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS

Audit Bureau Names 17 New Members to Roster

The Audit Bureau of Circulations has elected to membership five more advertisers, four business publications, two magazines and six weekly newspapers. Advertisers are the consumer products division of Kimberly-Clark Corp., Neenah, Wis.; Dominion Corset Co. Ltd., Quebec; Household Finance Corp. of Canada, Toronto; Jantzen of Canada Ltd., Vancouver, and Steel Co. of Canada Ltd., Hamilton, Ont.

New publisher members include the *American Journal of Cardiology*, New York; *American Milk Review & Milk Plant Monthly*, New York; *PF Reporter*, Indianapolis; *Society of Plastics Engineers Journal*, Stamford, Conn.; *American Shetland Pony Journal*, Aledo, Ill., and *United Church Observer*, Toronto.

AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

Steiner Changes Name, Moves

Steiner & Livingston, New York, sales promotion and direct mail agency, has changed its name to William Steiner Associates and moved to larger offices at 42 E. 64th St. Carla Lindgren, formerly with Reginald Holland Inc., has joined the agency as an account executive. Harold Bruder, formerly with Dell Publishing Co., has been named art and format consultant.

Geer Joins 'The Skipper'

Abbot M. Gear, formerly with H. A. Bruno & Associates, has been appointed advertising director for *The Skipper*, Annapolis, Md., and will head a new office at 405 Lexington Ave., New York.

POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to get a bonus . . .

(without a battle)

The pen is mightier than the sword! Write the boss a memo about how paper costs represent about 25% of the average printing job. And how Consolidated Enamels can save as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

THE COUP DE GRACE! Contact your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then let the boss give the order.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

FTC Skids on Hutchinson's Wax TV Ad Technique

WASHINGTON, May 19—The Federal Trade Commission has sought to sort out the legal implications of the "Flaming Automobile" commercial for Hutchinson's waterproof wax made by Hutchinson Chemical Corp., Chicago.

According to the commission's staff, the demonstration is "deceptive" because the demonstration is arranged so that heat cannot damage the exposed surface of the auto.

But hearing Examiner J. Earl Cox has said regardless of the merits of the commission's testimony, he cannot issue an order against the demonstration unless the commission staff is also prepared to prove that the product won't do what the demonstration suggests. His ruling was appealed to the commission by the staff last week.

■ In two-minute tv demonstrations, which have been used on at least 15 stations, a Hutchinson demonstrator waxes a car, then squirts gasoline on the polished surface and ignites it. The commission acknowledges that the wax surface is intact after the test, but its experts contend this happens because heat rises, and would not damage the surface in the relatively short period when the flames are burning.

While he approved an order prohibiting Hutchinson from misrepresenting the price of the product, Mr. Cox issued an initial decision proposing to dismiss the attack on the "flaming automobile" commercial.

■ Noting that the commission was not charging that Hutchinson's wax will not effectively protect the surface of the car, the examiner said the commission is not concerned with what the ad does or does not prove, but rather with whether it makes true of false representations. Unless FTC is willing to contend the implication of the test is false, he said, it has no authority to attack the mechanics of the test itself. #

New Magazine for Brazil Bows

O Dirigente Industrial, a new monthly magazine edited in Portuguese for industrial management men in Brazil, will be issued in September by Vision Inc., New York, which publishes *Vision*, Latin American news magazine, and *Printers' Ink*. In affiliation with Publicacoes Educacionais Ltda, Sao Paulo, Brazil, Vision Inc. will provide auxiliary design, editorial services and advertising representation in the U. S., Europe and Japan. *O Dirigente* will be distributed on a controlled basis to 15,000 industrial management executives in Brazil. The one-time, b&w page rate will be $385.

Wedereit Heads ANA Unit

Gene Wedereit, director of advertising of Chemetron Corp., Chicago, has been named chairman of the business paper committee of the Assn. of National Advertisers, New York. He succeeds John Veckly, director of advertising, U. S. Steel Corp., who will continue to serve on the committee.

Heifetz Sets Pickle Week Push

Outdoor and tv campaigns will be used by Heifetz Pickle Co. in the St. Louis area during National Pickle Week, May 21-30. The promotion will emphasize a more extensive usage of pickles in summer cook-outs and picnics.

EX-16

A MILPRINT PACKAGE

more than meets the eye!

The fastest-moving packages on today's supermarket shelves don't just happen . . . they're *engineered* to do the job of meeting today's competition.

The reason so many are engineered by Milprint is because only Milprint can draw on over fifty years of experience in planning, designing and producing all types of packaging. For the widest variety of packaging materials and printing processes available anywhere, call your Milprint man—first!

Rotogravure Printed Foil Can Label

Rotogravure Printed Polyethylene Bag

Rotogravure Printed Foil Overwrap

Rotogravure Printed Foil Canister Label

Milprint *makes packaging that makes sales*

GENERAL OFFICES, MILWAUKEE, WISCONSIN · SALES OFFICES IN PRINCIPAL CITIES

Printed Rolls, Foil, Cellophane, Glassine, Polyethylene, Saran, Acetate, "Mylar"®, Pliofilm, Vitafilm, Laminations, Extrusions, Folding Cartons, Bags, Lithographed Displays

*Reg. U.S. Pat. Off.

This insert lithographed by Milprint, Inc.

Delivers your full page ad into 100,000 Lutheran Homes for less than

2/5 of one cent per family

This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

Business Papers Not Understood, Not Sold Right, Agency Media Group Told

CHICAGO, May 19—Agency media buyers ought to learn more about business publications, their scope and how to use them. But at the same time, the business papers should do a better job selling their function—instead of just their circulation.

This dual conclusion was arrived at in a discussion of "Why Business Publications?" at a meeting of the Chicago Agency Media Group last week.

■ Agency people's lack of knowledge about what business publications are and what they're supposed to do for advertisers was the big complaint lodged by the two business paper spokesmen present. They were Phillip Allen, president, Maclean-Hunter Publishing Corp., and Leroy King, editor of *Food Topics*.

Mr. Allen acknowledged that the business papers have failed to do an adequate selling job on their role in marketing. But this is at least partly due, Mr. King asserted, to the second class treatment agencies give to business paper salesmen who come to do this explaining.

Mr. Allen and Mr. King agreed that far too many business paper salesmen oversell their circulation story and that business papers as a group lack the kind of central media information service that tv has in the Television Bureau of Advertising and consumer magazines have in the Magazine Advertising Bureau.

■ But despite these short-comings, said Mr. King, it's still shocking to find agencies, even big ones, whose media people haven't even learned the real scope of business papers they now buy space in.

Media buyers' failing, he said, is their lack of understanding of the marketing and distribution patterns in the fields their clients sell in.

Evidence of this, he went on, is the often misdirected copy message that agencies use in business papers. This is particularly true of food trade papers, he added.

Many agency people seem to have trouble getting it straight in their minds, Mr. King charged, that business paper ads aren't supposed to be written with the same "product sell" philosophy as consumer ads.

■ Trade papers rarely actually sell anything, he said; it still takes a salesman to do that. The function of the trade paper, at least in the food field, is to show the retailer how to use a product line to make a bigger profit, he said. Food store economics dictate that this is the retailer's primary concern and the one angle that motivates him most, he noted. #

Altman Elected President

Dennis Altman, copy chief of Richard N. Meltzer Advertising, has been elected president of the San Francisco Copywriters' Club. Serving with Mr. Altman will be Ralph Miller, Batten, Barton, Durstine & Osborn, vp; Susen Plummer, Richard Meltzer, secretary-treasurer; and Nelson Shreve, Kenyon & Eckhardt, membership committee chairman.

Kilpatrick Leaves WSM

W. D. Kilpatrick, manager of the WSM, Nashville, "Grand Ole Opry," is leaving his post to form a corporation with Wesley Rose and Roy Acuff of Acuff-Rose Publications. The three men will initiate a national talent management agency under the Acuff-Rose banner. Ott Devine, program manager of WSM, will replace Mr. Kilpatrick.

Grant & Kurland Formed

Jay Grant, former partner in Barber-Grant Associates, Hartford public relations company, and Alan E. Kurland, formerly an account executive with Barber-Grant, have formed their own advertising and pr company, Grant & Kurland Inc., with offices at 734 Asylum Ave., Hartford. Accounts in the new shop include Connecticut State Bar Assn., and the Golden Lion restaurants.

THE 1959

PULITZER PRIZE

for "disinterested and meritorious public service..." awarded to THE UTICA NEWSPAPERS

The Pulitzer Prize judges have conferred journalism's highest honor on the Utica newspapers for their campaign in behalf of good government and civic integrity in the city of Utica, N. Y.

Specifically, the award was given in recognition of a series of articles and editorials that appeared throughout 1958. We are proud and grateful to receive this splendid honor and for the strong and sustaining support of our readers in this effort.

These articles and editorials are part of the vigorous and continuing effort by the Utica newspapers to serve all segments of our community, and to help make it a still better place to live and work.

This is our primary mission and concern.

UTICA DAILY PRESS
Polls Open Until 9 in School Election
Utica Observer-Dispatch
City Pays Out $37,367 For Private Truck Hire
DENY NEWSPAPERS ACCESS TO RECORDS AT CITY HALL
Say Reporters 'Disrupt' Office
Paging the News
At Press Time

The Utica (N.Y.) newspapers comprise The Utica Observer-Dispatch (Evening and Sunday) and The Utica Daily Press (Morning).

MEMBERS OF THE GANNETT GROUP OF NEWSPAPERS

Rockmore Offers Talent Hunt Results to Agencies, Studios

NEW YORK, May 19—The Rockmore Co. has just completed its second annual Saturday Free Lance Talent Search and is offering to share the results with other agencies and studios.

The agency's Saturday Talent Search is a quest for fresh art talent; this year 44 artists and photographers presented themselves at the agency's office for an unhurried viewing of their portfolios.

Four teams, each composed of an art director, an account executive and a copywriter, did the interviewing and noted their impressions of the work on interview forms. Copies of the interview forms describing the most promising work are available from Phyllis Greene, Rockmore Co., 575 Lexington Ave.

To explain the agency's largess in sharing the evaluations, Milton Rockmore, president, pointed out that the agency "may not be able to use all the people that look promising to us, as quickly as we'd like.

"The best thing that could happen to them would be for them to come under the wing of a sympathetic art director." #

Smith Named Crow Publisher

Robert E. Smith will take over as publisher of all publications of C. C. Crow Publications, Portland, Ore., June 1. With Crow for the past five years, serving as senior editor for the past two, he will succeed Roch Bradshaw.

Calkins Joins F&S&R

Charles F. Calkins has joined the Chicago office of Fuller & Smith & Ross as an account executive. He formerly was with Klau-Van Pietersom-Dunlap, Milwaukee.

PICK A PECK A—*Patty Lee helps the National Pickle Packers Assn. fete National Pickle Week.*

Webber Joins Wagner Mfg.

Gene Webber has joined the housewares division of E. R. Wagner Mfg. Co., Milwaukee, as sales manager. Mr. Webber recently was with the Chicago office of Cunningham & Walsh, and was formerly a marketing consultant on the staff of Booz, Allen & Hamilton, management engineering company.

AS OF JUNE 1st
PACKAGING PARADE
Changes its Name to
CONSUMER PACKAGING

DESIGN YOUR OWN EYE PATCH
WIN A FREE HILLMAN MINX!*

*The one and only prize—
a Hillman Minx Special Sedan—
built by Roots Group
and sold in Portland by
Joe Fisher, distributor.
We'll deliver it to your door.

HERE'S HOW

Fill the adjacent blank space with an ad layout, including copy, that will convince your account executive, time buyer or advertising manager that the new combination of KGW-TV and the NBC-TV Network means greater sales and the most exciting television ever seen in Portland, Oregon. That's all there is to it. We call it TOTAL TELEVISION. You will, too.

Here's what you're selling:

1. KGW-TV the top station in Portland for Entertainment — News — Special Events — Sports — Personalities — Color. (And we are not keeping this leadership a secret. Bob Hope, Dinah Shore and friends are pitching in with promos. Newspaper, outdoor, direct mail and car cards spread the word.)
2. KGW-TV's Clear Picture and Sound—Big power—316,000 watts on Channel 8, with the highest powered transmitter available (100,000 watt) and low gain antenna. This means complete saturation coverage of Western Oregon and Southwest Washington.
3. This new combination of KGW-TV and NBC-TV produces TOTAL TELEVISION for Portland.

RULES (for some reason we've got to have 'em):

1. Neatness counts, but not much. Originality does.
2. Only bona-fide employees of advertising agencies are eligible (and no fair getting your secretary to help you).
3. The contest closes July 4 (a bang-up day). Entries may be submitted on that blank space over there that you've been wondering about (that's what it's there for), but you can use a layout pad if you want. Send it to KGW-TV, Broadcast House, Portland 5, Oregon.
4. Decision of the judges will be final — and that's final.

KGW-TV
Channel 8
Portland, Ore.

NOW! Get to work and win yourself a Hillman Minx

HANDY ENTRY BLANK
Send to KGW-TV, 1139 S. W. 13th, Portland 5, Oregon

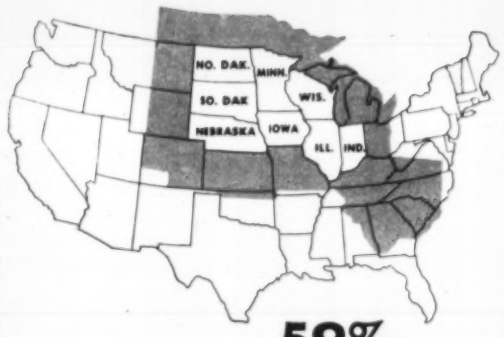
Midwest farmers are ...because they're

IN THE UNIT STATES OF AMERICA

OF THE NATION'S TOTAL PRODUCTION OF THESE 11 BASIC COMMODITIES,*

THEY PRODUCE:

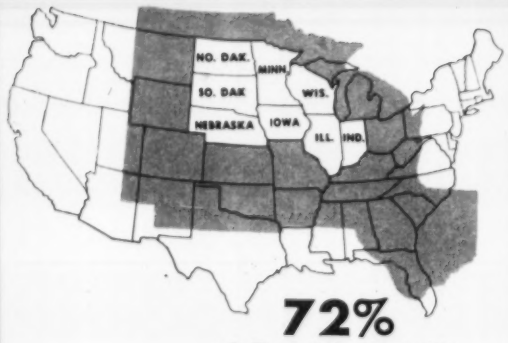
*Source: U.S. Department of Agriculture, 1958



59%
OF ALL HOGS

32%
OF ALL BEEF CATTLE

30%
OF ALL WHEAT

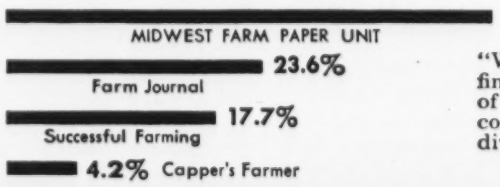


72%
OF ALL OATS

36%
OF ALL BARLEY

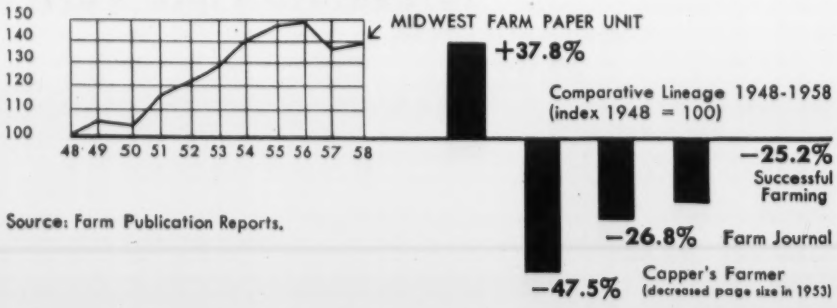
the FIRST medium in Midwest Farm Market Advertising

FIRST with Readers!

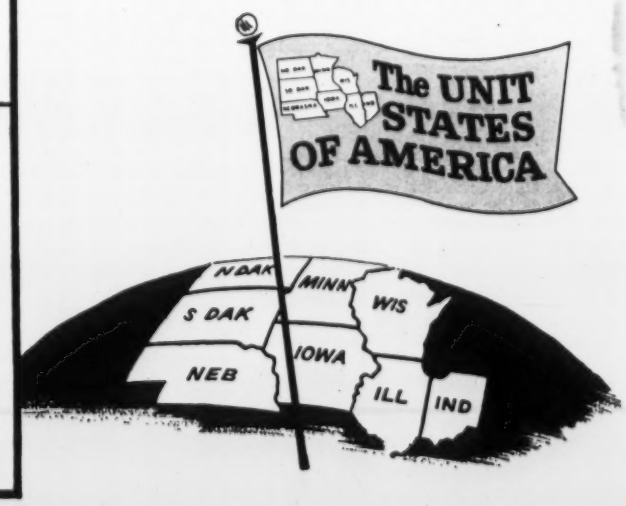


"What farm publication do you find most helpful?"—From a survey of 4,726 Midwest farm families, conducted by the market research division of McCann-Erickson, Inc.

FIRST with Advertisers!



Source: Farm Publication Reports.



BIG BUYERS
BIG PRODUCERS!

YOU HAVE A $9.5 BILLION MARKET

34%
OF ALL DAIRY CATTLE

32%
OF ALL CHICKENS

63%
OF ALL CORN

39%
OF ALL HAY

60%
OF ALL SOY BEANS

94%
OF ALL FLAX

With one-fifth of the nation's farms the eight Unit States of America produce one-third of the nation's agricultural income. It's the richest farm market in the world where—

Localized Midwest Unit Farm Papers give you complete and deep penetration • *local* advertising flexibility • *local* impact • *local* prestige • and the high readership of *local* editorial content. Ask us about the *local* merchandising tie-in services available to you.

ONE ORDER • ONE PLATE • ONE BILL • AT A SUBSTANTIAL SAVING IN RATES

MIDWEST UNIT *Farm Papers*

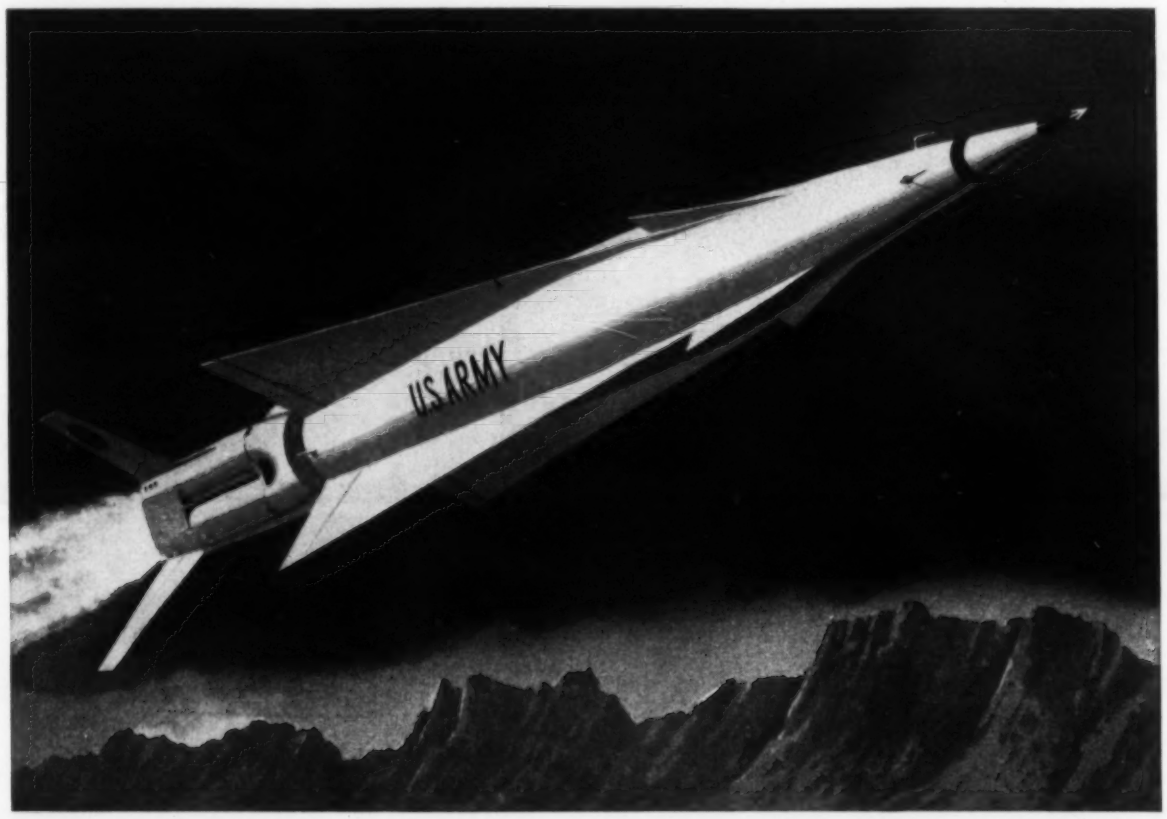
ADVERTISE MOST WHERE FARMING IS BIG BUSINESS...AND GOOD LIVING

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 ...250 Park Avenue, New York 17, N.Y. ...110 Sutter Street, San Francisco 4...159 South Vermont Ave., Los Angeles 4

SOMEWHERE WEST OF LARAMIE

is a man heading for one of the 4 New York Sheraton Hotels. His room reservation was confirmed across the continent in just 4 seconds — thanks to Reservatron. All it takes is a call to the nearest Sheraton to set in motion this world's fastest reservation service. Next trip, try it. **WANT A FAT FREE BOOKLET?** Why not? — its 96 pages extol the delights of 47 Sheraton Hotels in 39 major cities. And besides, you'll help us test this ad. Address: Sheraton Corp., Ad Age Ad #2, 470 Atlantic Avenue, Boston, Massachusetts.

NEW DISPLAY—*Art work used in magazine ads for Helene Curtis' Spray Net is also used in this display. Campaign is running in First Three Markets Group, Modern Romances, Parade, Photoplay, This Week Magazine, True Story and eight independent newspaper supplements, plus tv spots. McCann-Erickson, Chicago, is the agency.*



U. S. Army Nike Hercules Anti-Aircraft Missile. Range 75 miles, Nuclear or conventional warhead.

It's Loaded
with buying power...
THE INDIANAPOLIS AREA*

Sales are rocketing skyward in this rich market. With over two-million people it ranks with the biggest. And with more spending power per family it's one of the finest. That's why retail sales here are 15.9% above the national average.† And it's all yours when you use The Star and The News. They blast the target with saturation coverage of Metropolitan Indianapolis and 54.9% coverage of the whole 45-county area. Write for full market data.

†Sales Management, Survey of Buying Power, 1959

*FIRE YOUR SALES MESSAGES AT THIS RICH 45-COUNTY TARGET

Population:	2,152,000
Income:	$3,823,053,000
Retail Sales:	$2,466,255,000
Coverage:	54.9% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

Gerber Tot's Bread Bows in Providence

NEW YORK, May 19—Gerber Primary Bread, created by Ward Baking Co. for children up to six years (AA, March 23), was introduced last week in Providence, R.I., where it will be supported by an extensive advertising and merchandising campaign.

The 12½ oz., 31¢ loaf—pre-sliced and packaged in aluminum foil—will be advertised through large space newspaper ads, Sunday supplements and television spots. Doctors are receiving sample loafs and file cards containing a detailed analysis of the bread.

■ Ward Baking will produce and distribute the bread in all its marketing areas east of the Mississippi. In areas not served by Ward, including Canada, the bread will be franchised by the company.

Magazine advertising is planned "as soon as national distribution is obtained."

Advertising for Gerber Primary Bread and promotion activities are being handled by J. Walter Thompson Co., Ward's agency. D'Arcy Advertising Co. is the agency for Gerber. #

Bunte Bros. Candy Names Cummings Marketing Manager

Bunte Bros. Chase Candy Co., Chicago, has appointed J. A. Cummings to the new post of national marketing manager. His duties will include the coordinating of Bunte's sales, merchandising and marketing.

J. A. Cummings

Mr. Cummings formerly was general sales manager of Cracker Jack Co., where he has been for the past nine years.

U of Chicago Alumni Set Communications Dinner

Louis G. Cowan, president of Columbia Broadcasting System's television network, will be the featured speaker at the annual University of Chicago communications dinner June 13. The dinner, to be held at the Quadrangles Club on the U of C campus, is an annual reunion of graduates who work in communication fields such as television, radio, newspapers, advertising and publishing. Tickets may be obtained through the University of Chicago Alumni Assn.

Leonard Kent, vp of Needham, Louis & Brorby, will present the Communications Award, given to an alumnus who has distinguished himself in a field of communications.

LIFE households buy MORE TIRES than the top brand sells

Even the biggest manufacturer doesn't sell enough tires in a year to supply LIFE-reading households.

The 15,300,000 U.S. households that read an average issue of LIFE account for 36 cents out of every dollar spent on passenger car tires. And over the course of thirteen issues, this spending power builds to 78 cents out of every dollar spent on tires.

It takes a big market of alert, enthusiastic, vital readers—eager to try whatever is new or better—to create a demand like this one. Yet, it is going to be even bigger in the booming Market of the 1960's.

For growth is a fact of LIFE, too. And tomorrow—when tires, soft drinks, cigarettes and so many other products and services will be selling at all-time highs—LIFE's circulation will be at an all-time high also. Actually over 6,500,000 copies a week, next year.

BIGNESS IS A FACT OF LIFE

Gals Want Helpful Copy in Ads, Says 'Glamour' Editor

NEW YORK, May 19—To appeal to young women customers, advertisers should drop the unbelievable superlatives in favor of "the how-to approach, realistic excitement and clarity."

That's the advice of Kathleen Aston Casey, editor of *Glamour*, speaking at a luncheon meeting of the Assn. of Advertising Men & Women.

In discussing the "age of acquisition"—specifically the 18 to 35 age group—Mrs. Casey said this young market will no longer accept a dictatorial or superlative approach. "In fashion they will buy news only as long as it fits into their lives, as was proven with the short-lived chemise and high-waisted dress fashions.

"It has been said that these young women do not have the time to read extensive copy. On the contrary, they do have the time to read helpful copy—copy that stresses specifics, not unbelievable superlatives; copy that gives them a 'how-to' approach and copy with understandable adjectives," she said. #

Grogan to Telegraph Press

George C. Grogan has been named manager of sales and advertising of Telegraph Press, Harrisburg, Pa., printer. He formerly operated an agency in Huntington, W. Va.

Northern Paper Splits 'Post' Ads with Five Advertisers

Northern Paper Mills, Green Bay, Wis., will run 24 split-run ads in color in *The Saturday Evening Post* between Feb. 21 and Dec. 26. The insertions will exclude 12 eastern states. The 24 insertions in the eastern states will be split among F. & M. Schaefer Brewing Co., Brooklyn (13); California Oil Co., Perth Amboy, N. J. (8); Doubleday & Co., New York (1); Book-of-the-Month-Club, New York (1), and one as yet unannounced advertiser.

Agency for Northern Paper is Young & Rubicam; for California Oil, Book-of-the-Month and Schaefer, Batten, Barton, Durstine & Osborn; and Schwab & Beatty for Doubleday.

'Seaway Journal' Bows

The *Great Lakes Seaway Journal*, Chicago, has begun monthly publication with its May issue, concurrent with the opening of the St. Lawrence Seaway. Page rate is $600 to a guaranteed circulation of 10,000, including 1,000 overseas copies. W. S. Bishop is editor and publisher, and Russell L. Miles is general advertising director. Both are former Chicago newspaper men who most recently were associated with Mr. Bishop's own public relations company.

Teeter Joins Capital Airlines

F. E. Teeter has joined Capital Airlines, Washington, as assistant to the director of advertising. Prior to joining Capital, Mr. Teeter was salesman and assistant to the president of Landau Outdoor Advertising, Philadelphia.

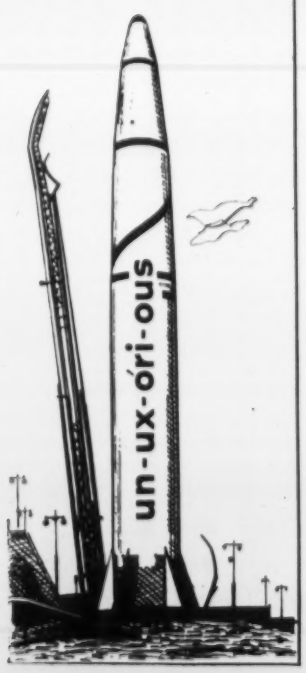
Shaw Leaves DCS&S to Travel

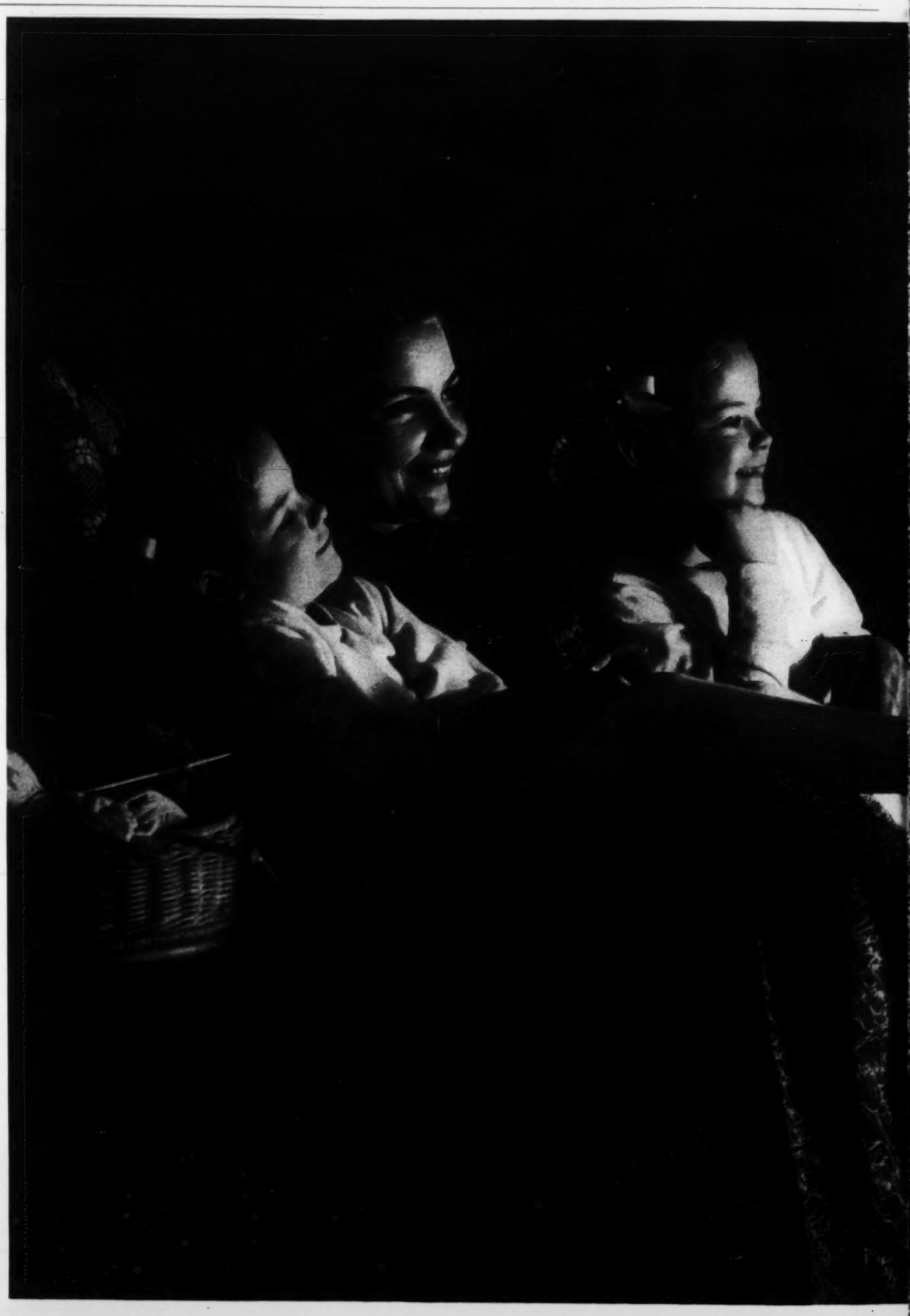
Robert E. Shaw will resign as vp and art director of Doherty, Clifford, Steers & Shenfield, New York, June 1 to travel abroad and paint. Before joining DCS&S in 1948, he was with Young & Rubicam.

FOLLOW
THE COUNT-DOWN . . .

"1"

Look out for the Truly Biggest Blast





Koehring Appoints Jaeger

Martin B. Jaeger has been appointed to the new post of advertising manager of Koehring Co., Milwaukee. The position carries responsibility for directing the product advertising and publicity programs for all Koehring divisions and subsidiaries. Mr. Jaeger was formerly manager of advertising and publicity of Bucyrus-Erie Co., South Milwaukee, as well as publisher of *Excavating Engineer* and *The Driller*. E. J. Goes, publicity manager for Koehring, will continue in that position.

Harrington Opens Campaign

A two-week, all-expense Kodiak bear hunt for two in Kodiak, Alaska, is the grand prize being offered by Harrington & Richardson, Worcester, Mass., arms manufacturer, in its latest nationwide promotional contest. Arrangements have also been made for an exact duplicate prize to be awarded to the H & R dealer from whose area the winning sportsman is selected. Second, third and fourth prizes have been selected from the company's line of quality shotguns and rifles. Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, will handle the drive.

Harmon Joins Davidson Co.

Charles Harmon, formerly with C. A. Larson & Associates, New York, has been appointed eastern sales representative for Davidson Publishing Co., Duluth, Minn. Mr. Harmon, who will work out of Davidson's New York sales office, will handle advertising for the "paper group" publications.

Revell Appoints Leo Sullivan

Leo H. Sullivan has been appointed assistant advertising manager of Revell Inc., Venice, Cal., manufacturer of plastic hobby kits and Ready-to-Run H-O trains. Before joining Revell, Mr. Sullivan had been with Stromberger, LaVene, McKenzie, Los Angeles.

Harry Amtmann Named Stanley Hardware Ad Manager

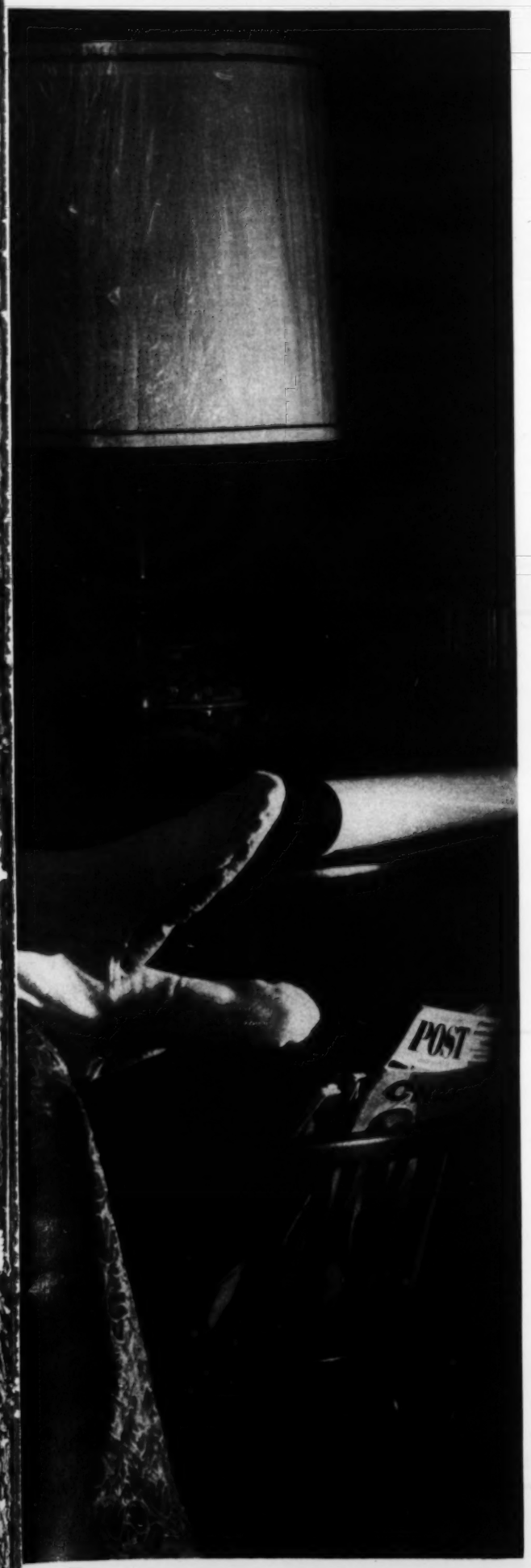
Stanley Works, New Britain, Conn., has appointed Harry Amtmann advertising and sales promotion manager of its Stanley hardware division, succeeding Samuel B. Wilder, who has left the company.

Harry Amtmann

Mr. Amtmann formerly was advertising and publicity director of A. G. Spalding & Bros., sporting goods manufacturer.

King Joins Wilkerson

A. F. Amory King Jr. has been named exec vp of S. W. Wilkerson Inc., Philadelphia. He has been with Batten, Barton, Durstine & Osborn, Benton & Bowles and Schick Inc.



Twice upon a Time

Out here in Central Ohio we grow very special little girls and sometimes two at a time. Early in life they develop a fondness for ice cream, small pets and TV pajama parties like the one now in progress.

Our parties are nicest when Mother comes. Knowing this, WBNS-TV arranges its programming so that Mother and the princesses can share this satisfying world several times a day.

Because we live so closely with our Central Ohio neighbors, we frequently call on them for help and advice. When one of our newscasters asked for traffic safety suggestions, they poured in by the thousands. So did the votes for the favorite "bride-to-be." And, it does our hearts good the way those WBNS-TV-advertised brands have been selling.

Such loyalty is typical of Central Ohio where we were born and raised. In this market of two million people, so much attention is concentrated on Channel 10 that time buyers who know their business say: "*If you want to be seen in Central Ohio–WBNS-TV.*"

WBNS-TV

CBS Television in Columbus, Ohio

Recipient of the 1959 Fifth District Advertising Federation of America award for best single television program, "The Visitor."

IN CANADA... READERS GET MORE!

Every week, on the average, subscribers and newsstand buyers spend one hour and twenty minutes reading their copies of The Financial Post.

On the average, remember. A sizable group, over 70%, spend up to two hours with The Post. An impressive 14% devote more than three hours a week to absorbing Post news on business, investments and public affairs. (Source: Gruneau Research Limited.)

This unusual length of time devoted to The Financial Post is outstanding among readers of business publications.

Give your advertising selective and affective readership with:

The Financial Post

Canada's foremost business newspaper

481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION

PHOTOSTAT USERS!!!

Cut your costs 70%
with exclusive Magi-Copy Process

Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.

MAGI-COPY (Dept. Alfred Messner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

Gates Shifts to Sander Rodkin

Gates Radio Co., Quincy, Ill., subsidiary of Harris-Intertype Corp., Cleveland, has appointed Sander Rodkin Advertising Agency, Chicago, to handle its advertising, effective June 1. Helmer & Halbach Advertising previously handled advertising for Gates.

Whether it's **PRINTED BROADCAST TELECAST**

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Car Sale Prospects Good in Indianapolis, Say 'News,' 'Star'

INDIANAPOLIS, May 19—Two-car households increased to 22.0% in Indianapolis last year—the highest in history—according to the 1959 "Consumer Analysis," published by the *Indianapolis Star* and the *Indianapolis News* last week.

More than 4,000 families in the metropolitan city zone were questioned on their buying habits, brand preferences, plans for this year and living standard characteristic.

New and used car sales will rise 36.3% and 44.7%, respectively, over 1958, according to the study. Most receptive to new-car purchases are the multi-car households.

■ The percentage of families planning to buy a new car jumped from 6.2% in 1958 to 8.6% this year. More families—9.6%— plan to buy a used car than in any recent year. In all, 18.6% plan to buy some 38,000 automobiles, second only to the 18.8% who predicted car purchases in 1955's peak.

A new question, on automobile insurance, lists 81.0% of all families with some type of insurance. The percentage of different types of coverage: Bodily injury—75.6%; property damage—77.0%; medical—58.7%; comprehensive—64.0%, and collision—60.5%.

Fifty-six per cent of the 205,000 families in the metropolitan city zone earned more than $5,000, up 4.6% over 1955. One in five families earned more than $7,500.

A total of 79,400 families had one or more working women, of whom 64,400 were employed fulltime. More than 35% of the Indianapolis families had at least one working woman.

■ The median amount spent for groceries moved from $13.58 a week to $13.76 and spending for meats from $7.00 to $7.18. Both of these totals were the highest in the last five years.

Almost six out of ten families buy most of their drug products and toilet preparations at independent and chain drug stores, up 2.8% in the past three years. However, two-thirds said they bought some cosmetics or toilet articles in grocery stores.

The percentage of families buying beer increased from 50.0% to 55.9% the past year, reversing a four-year downward trend. Almost six of ten beer users came from the skilled and professional-managerial occupation groups, and 63.1% earned more than $5,000 yearly. Almost 59% of the beer users were 31 to 50 years old.

■ Beer and vodka made the best increases in 1958, with vodka users moving from 5.4% to 7.0% this year.

Vacations continue to attract large numbers of Indianapolis families, with 138,000 planning a trip away from the city. Another 45,000 haven't yet made up their minds where to go. Median vacation spending per family remained constant at $179, with the total vacation spending predicted to top $25,000,000 in 1959.

DOGS DWINDLE IN 'DENVER POST' STUDY

DENVER, May 19—The average family in the Denver city zone owns its own home, at least one automobile and has one or more children under 18.

The number of dogs in the area is on the decline, while the number of homes with two television sets, a dishwasher and a clothes dryer is on the upswing.

Those are a few of the insights into the living and buying habits of Denverites uncovered in the third annual consumer analysis survey just completed by the *Denver Post*. It is now being distributed to advertisers and agencies.

■ Highlights uncovered in the 1959 survey included these:

• The city zone has 235,600 separate family units, and 138,061 or 58.6% of these have children under 18. That's down from 61% a year ago.

• More families (18.8%) have two children than one (16.9%)or three (13.4%). And 3,534 families in Denver have six or more children.

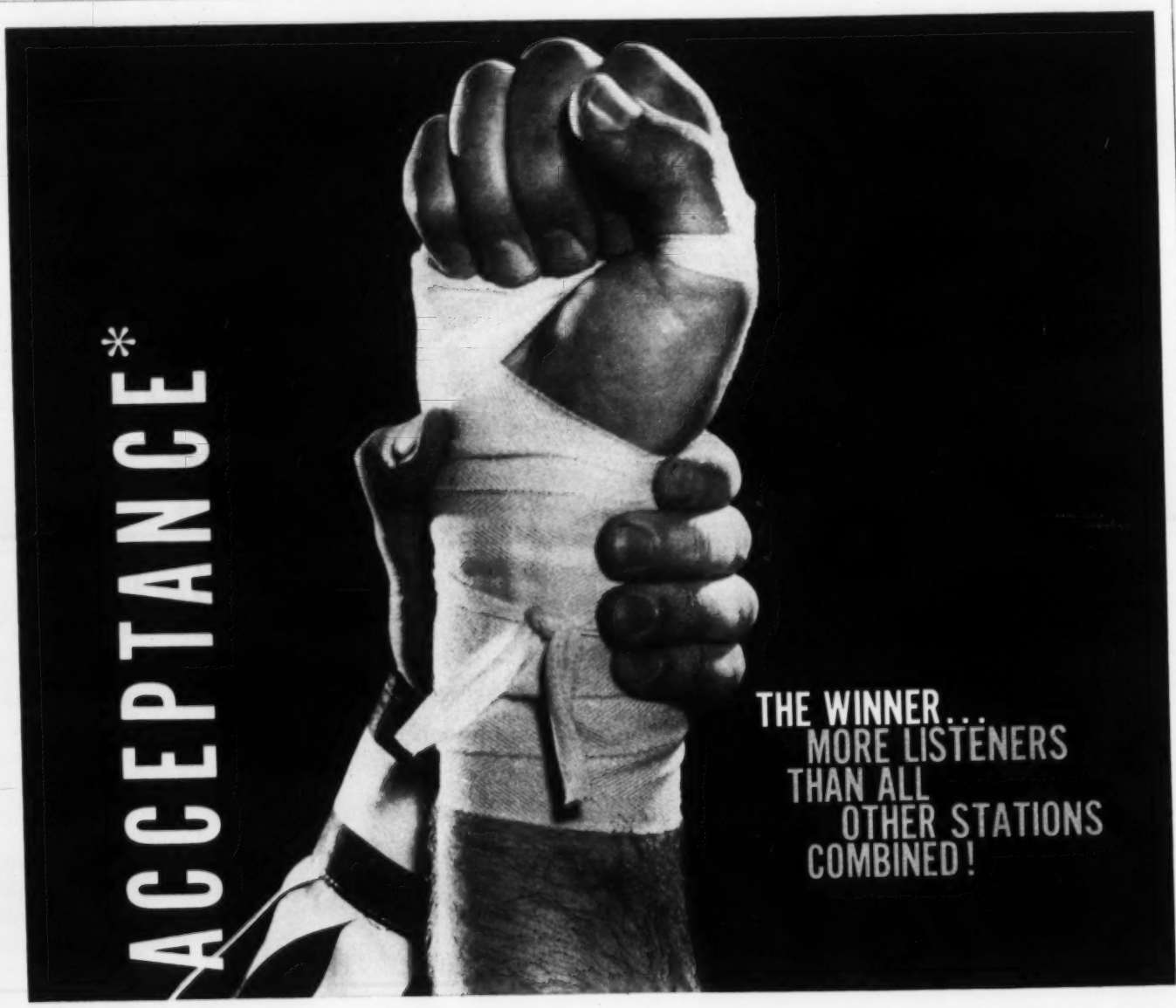
• 38.1% of the families have a combined income of $7,000 or more. Another 32.6% are in the $5,000 to $7,000 range.

• A total of 197,874 Denver families—that's 84%—own their own homes. The survey indicated that 10% plan to buy or build a new home in 1959, against 7.1% a year ago. Of these, 45.8% will shop in the $10,000 to $15,000 price range.

• As the population increases, the number of dog owners is declining. The survey indicated there are now 75,863 dog-owning families, compared with 77,510 a year ago.

• A total of 226,287 families, or 96% of Denver's total, now own at least one television set. Last year's survey set the total at 219,420 families.

• A total of 219,815 city zone families, or 93.3%, own an automobile and 31.2%, or 73,507 families, own more than one car. #



WCCO Radio delivers . . .

- **Bigger gate** . . . more listeners than all other Minneapolis-St. Paul stations *combined!* 55.8% share of audience.†
- **Bigger purse** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. $5.6 billion to spend!
- **More sock** . . . through vitality of full-size programming that attracts and sells the audience you want to reach.

*Nothing sells like acceptance . . .

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

†Nielsen Station Index, Jan-Feb., 1959/Station Total, 6:00 AM-Midnight, 7-day week.

Shortest distance between telling and selling!

Outdoor advertising tells your story to shoppers moments before they buy!

Outdoor shows your product in dominant full color just as it appears in the store. The shopper's mind, freshly marked with your product image, responds impulsively to the same image in the busy welter of mass store display.

This works for all kinds of advertisers—because everyone gets the message when it runs Outdoor. It's hard to miss 300 square feet of hard-selling color advertising!

Women or men, teen-agers or tots—you talk to more of them for your money in Outdoor than in any other major medium. And you can buy Outdoor showings on a surprisingly flexible basis—en route to supermarkets or shopping centers, for example—or to fit any sales pattern.

Ask an OAI man to show you how you can sharpen your marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal—and at yours—are all the research, creative and merchandising services of Outdoor Advertising Incorporated—the National Sales Representative of the Outdoor Advertising Medium.

Offices: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI

OUTDOOR
ADVERTISING INCORPORATED

1,070,000

New York Journal-American

READERS ARE IN FAMILIES WITH INCOMES OVER $5,000

...230,000 more than the second evening paper

From N.Y. Daily News "Profile of the Millions" 1958

FOUNDATION FUNDS—*John P. Cunningham, chairman of Cunningham & Walsh, hands Dr. William C. Menninger of the Menninger Foundation checks totaling $3,500, contributed by agency people. Funds were raised via a memo from Mr. Cunningham; Fairfax Cone, Foote, Cone & Belding; William Lewis, Kenyon & Eckhardt, and Theodore Repplier, of the Advertising Council. Fund raising efforts will continue.*

All about Home Managers

Some people – most people, in fact – just run their homes. But there's a special group that actually manages them, relying on the most modern techniques and data. They're the executives of home life. By well-thought-out planning and spending, these home managers are able to enjoy the newest luxuries and conveniences. And they have money to spare to satisfy whims. American Home is the magazine that caters solely to the interests and tastes of home managers. They rely on it confidently for the facts on everything to do and buy for their homes. And, in turn, American Home sets you up with 3,600,000 home-manager families – over 12,000,000 readers.

PROFILE OF THE HOME MANAGER. What makes American Home Managers different from other people? For one thing, they're younger: higher percentages of American Home's adult readers are between 18 and 44 – and have children under 18 – than those of any other mass home-service magazine. And 47% of American Home's readers live in Suburbia.

INTERESTS CENTER ON HOME. It's what people do and buy for their homes that pays off in sales. And there's no topping home managers in these respects. In 1958, 46.2% of American Home readers painted or redecorated their homes; 17.2% made major home improvements. An average of 20% of the families actually buy ingredients recommended in American Home food recipes each month. To date, some 58,000,000 recipe envelopes have been sold to American Home readers. And a larger percentage of American Home families spend more on furniture, etc., than any other mass magazine. They take on other activities and buy every imaginable home product with similar vigor.

IDEAS FOR HOME MANAGERS. Percentage-wise, American Home devotes more editorial to building, recipes, meal planning, home furnishings, decorating, appliances and similar home-service features than any other magazine. And it provides home managers with the ideas and data they need to manage their homes most efficiently . . . to get the fullest possible benefit of everything for modern living. Such rapport between editorial content and reader interest accounts for the unmatchable sales power of American Home.

A CURTIS MAGAZINE – READ BY 3,600,000 FAMILIES

Supply Positive Data on FM, Says WQXR's Sanger

BEDFORD SPRINGS, PA., May 19—"Don't apologize for fm when you are trying to sell it," Elliott M. Sanger, exec vp of WQXR and WQXR-FM, New York, advised the Pennsylvania Assn. of Broadcasters.

"The advertising agencies are very much interested these days in the possibilities and positive accomplishments of fm," he continued. "They want to buy if you'll help them. So give them some facts."

On the question of whether an am radio operator should program his fm outlet independently from the am station, Mr. Sanger suggested that it might be wise to do so if (1) he has an idea for independent programming that is something different in his market, and (2) he has the desire and ability to get behind the fm operation with programming, research and selling power and does not plan to treat the fm station as a "neglected stepchild."

■ Mr. Sanger reported that the WQXR network of fm stations, which started last August as a chain of New York outlets, is adding stations in Pennsylvania and Connecticut. He said the network has attracted a number of national accounts, but he advised broadcasters not to go into fm networking unless they have plans for a service that will fill a need that isn't already being filled by existing am networks. #

Books Open to National Ads

Philip T. Flaxman, Colorado Springs, publisher of 21 Air Force and Army directory and guide publications, reports that the publications are now available to national advertisers. They previously were restricted to local and regional advertisers. Twenty-one Air Force and Army installations are covered by the publications, which have a guaranteed circulation of 209,500. Details and rates are available from Robert Geddy, national advertising manager, P.O. Box 3098, Colorado Springs.

New Mailing Book Issued

A new book, "How to Work with Mailing List Brokers," compiled by the National Council of Mailing List Brokers, is being distributed by the Direct Mail Advertising Assn. to its members. Single copies are available at $5 each from the council, 55 W. 42nd St., New York.

The Rambler-size "Moskvitch," Russia's low-price car, sells for a reported $2,100 in the U.S.S.R.

Made in Russia*

Americans may never see this Russian "Moskvitch" automobile or its "Made in Russia" label in a neighborhood new-car showroom. But the fact that the U.S.S.R. plans to merchandise its cars outside the "Iron Curtain" is headline news to an industry vitally interested in *every* development in the world of wheels.

In the competitive automotive industry, it's often the story *behind* the headlines that counts. That's why AUTOMOTIVE NEWS devoted a recent article (one of a popular series on "Sales Testing" the new cars) to a report on two Russian automobiles. AUTOMOTIVE NEWS' Staff Correspondents drove the cars, analyzing driving ease and performance, construction features, materials and workmanship, citing the cars' salable points and faults with equal objectivity.

Authoritative reporting and thorough coverage have marked AUTOMOTIVE NEWS leadership in the automotive industry for 34 years. Today, 150,000** well-informed readers — manufacturing executives, engineers and designers, car and truck dealers, and other decision-makers — depend on the "Newspaper of the Industry" to deliver all the news while it *is* news.

If there is a need for your product or service by the automotive industry, the men who can use it, recommend it, specify or purchase it should know about it. Put your important sales story where more of them will see it — in AUTOMOTIVE NEWS. Our Representative in your area will gladly give you complete details. Call him today!

****44,000 paid subscribers, 85 percent of whom annually renew their subscriptions at the regular $9 rate.***

They're offered no premiums, cut-rates or special inducements.

* * *

NEW YORK: Edward Kruspak, Howard E. Bradley, Ray Billingham, Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547

LOS ANGELES: Robert E. Clark, Hollywood 3-4111

The most influential publication in the automotive industry.

The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Makers Schedule 1.4 Million Cars In 4th Quarter
New-Car Fever Symptoms Are Noted Across Nation

46th in Nationl Ad Volume

In February Media Records The Charleston **Gazette** ranked No. 46 nationally in volume of general advertising carried by morning newspapers. In January The **Gazette** stood at No. 50.

Among newspapers The **Gazette** led in January and continued to lead in February were Chicago **Sun Times**, Seattle **Post-Intelligencer**, Buffalo **Courier Express**, Toledo **Times**, Kansas City **Times**, Nashville **Tennesseean** and Milwaukee **Sentinel**.

Charleston by Metropolitan Market population ranks No. 64** nationally. In corporate limits population it has just now reached 100,000 and is 147th* in size in the nation. Comparatively speaking, then, this record is little short of phenomenal.

Obviously advertise are finding the Charleston Market responsive. If you're not among them, plan today to put **The Gazette** and its evening running-mate, the Charleston **Daily Mail**, to work for you!

CHARLESTON

Is West Virginia's State and Industrial Capital

*Sales Management Jan. 1, 1959

**Standard Rate & Data Service Current Estimates

The Charleston Gazette
Charleston Daily Mail

CHARLESTON 30, WEST VIRGINIA

Reps: Johnson, Kent, Gavin & Sinding, Inc.

EXECS ADVANCE—*Herbert W. Cooper, left, succeeds E. T. Morris as president of Meldrum & Fewsmith, Cleveland. Mr. Morris moves up to board chairman. Mr. Cooper formerly was exec vp of the agency.*

Cooper Is Named Meldrum President; Morris Is Chairman

CLEVELAND, May 19—Herbert W. Cooper was elected president of Meldrum & Fewsmith yesterday, succeeding E. T. Morris, who moves up to board chairman.

The agency also named Robert E. Pfleger, vp, a member of the executive committee and elected account executive Robert A. Gardner a vp.

Also, Warren Eggly, comptroller, was elected treasurer, succeeding Joseph Fewsmith Jr., who was named personnel director and special administrative assistant to management. Edwin H. Mammen Jr. moved from account executive to account supervisor.

■ "These new organizational changes," Mr. Morris said, "not only provide the framework for the perpetuation of the agency, but put us in a better position for the marketing conditions which will be found in the fabulous '60s."

Mr. Cooper joined Meldrum & Fewsmith as a vp in 1954. He became senior vp and creative director in 1955 and exec vp in May, 1958. Mr. Morris joined the agency in 1931. He became a vp in 1944, exec vp in 1950 and president in 1954.

Meldrum & Fewsmith, founded April 1, 1930, billed $10,500,000 last year and said it expects to bill more than $12,000,000 this year. Barclay Meldrum died in 1947; Joseph Fewsmith died in 1953.

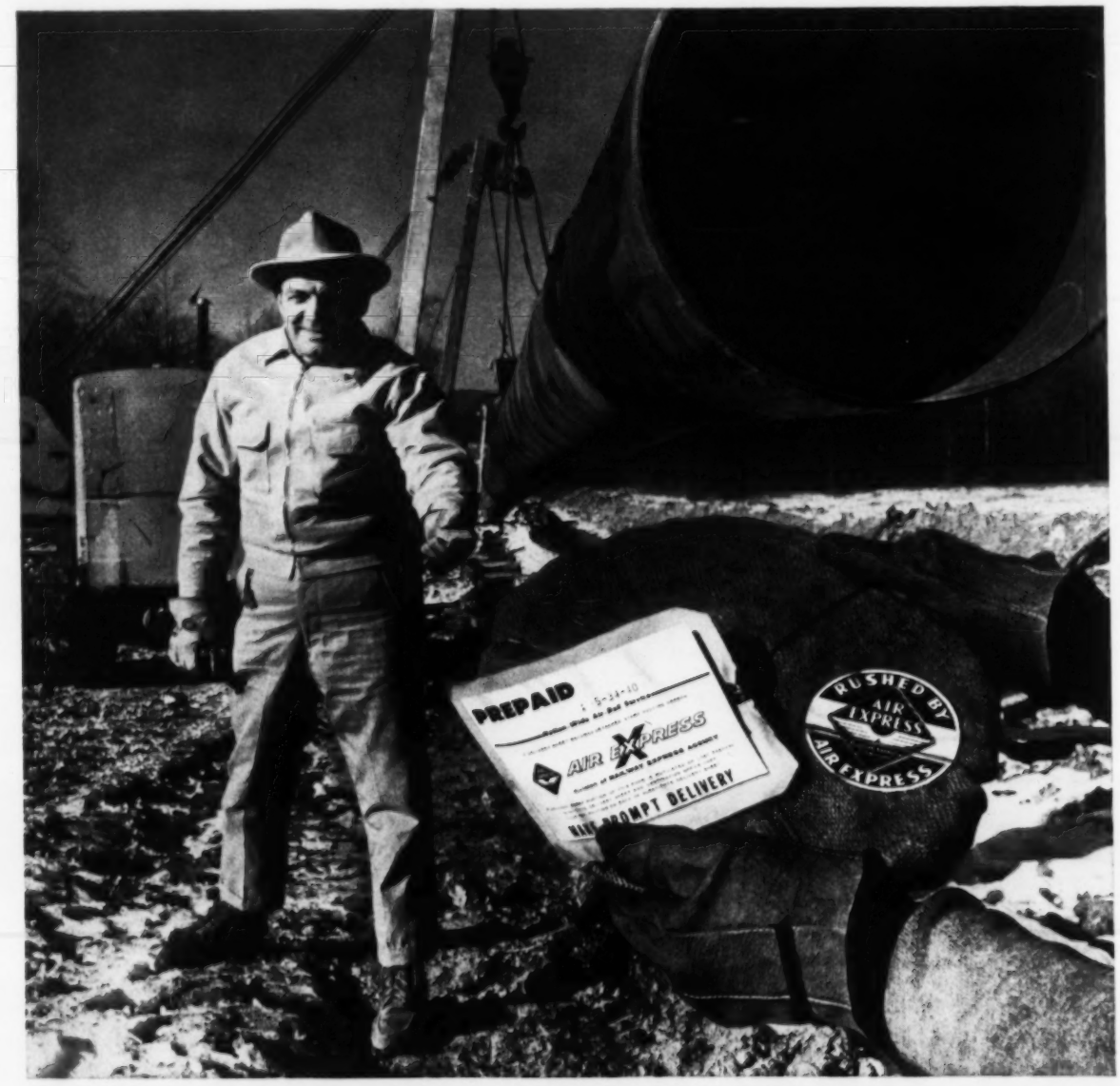
In March the agency entered into an "interlocking relationship" with Barnes Chase Co., San Diego, for reciprocal services (AA, March 16). Earlier this month Messrs. Morris and Cooper were elected directors of Barnes Chase. This week, James B. Lane, president, and Frank M. Huff, secretary-treasurer of Barnes Chase, were elected to the Meldrum & Fewsmith board. #

NIAA Chapter Elects Officers

New officers of the Cleveland chapter of the National Industrial Advertisers Assn. are A.M. Cherry, sales promotion manager, Reliance Electric & Engineering Co., president; R. A. LeFevre, advertising manager, Ohio Brass Co., and G.B. Guest, *New Equipment Digest*, vps; F. A. Gregory, Wellman Co., secretary, and H. H. Platek, advertising manager, Cleveland Worm & Gear Co., treasurer.

Acme Promotes Frederick

Alfred M. Frederick has been named assistant advertising manager of the advertising and sales promotion department of Acme Steel Co., Chicago. Mr. Frederick has been advertising and sales promotion supervisor of Acme's Steelstrap products.



Pipeline to new savings . . . low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

Wgt.	City to City...Door to Door	Miles	Cost	You Save
10 lbs.	NEW YORK to MOBILE	1,063	$5.38	$1.13 to 8.00
15 lbs.	DENVER to DALLAS	656	5.15	1.40 to 7.40
20 lbs.	CINCINNATI to BALTIMORE	521	4.92	2.53 to 6.38
25 lbs.	ATLANTA to GALLUP, N. M.	1,421	12.85	2.70 to 9.43

A gas pipeline costs $125,000 an average *mile* to build. It snakes through as many as 14 states. And vital parts must be delivered all along the line. Delays can cost thousands of dollars. So builders turn to Air Express for on time delivery—and open a "pipeline" to *new savings* with low Air Express rates! . . . See the chart on left for *your* savings.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

THE CHRISTMAS ISSUE IS OUR BIG ONE!

It's the one to be in if your product sells <u>to</u> boys or <u>for</u> boys at Christmas time...

Hey fellows!
YOU ASKED FOR THESE GIFTS IN A SPECIAL SURVEY—HERE THEY ARE!
GET THE GIFTS YOU THIS CHECK 'EM OFF HERE THEY'LL DO THE MOST
CHRISTMAS REALLY WANT YEAR!
AND PUT THESE PAGES WHERE GOOD (ONE SUGGESTION: MOTHER OR DAD'S CHRISTMAS LIST)

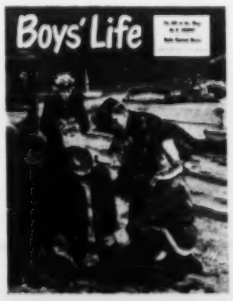
Advertisers in the December issue of BOYS' LIFE (out by November 25th) get their ads and products listed in this special Gift Hint Check-Off section at the front of the book. Last year, forty one large space advertisers in fifteen classifications were featured.

This *seal* is made available to all participants.

Advertisers used it in their ads . . . ▼

as tags and stickers for their products ▶

and on beautiful, 5 color, silk screen counter displays . . . ◀



There's really no end to the merchandising mileage you can get with it. It's perfect for package-backs and retail mats because there's quick boy recognition in a gift selection seal from BOYS' LIFE. And since you get more boy readers in BOYS' LIFE than you do in any other magazine—more than the Reader's Digest, Life, Look or the Saturday Evening Post*—the December Christmas promotion issue of BOYS' LIFE is the big one, the one to be in. **BOYS' LIFE 1,850,000 NET PAID**

*Starch

The Magazine That Reaches THE NEW GENERATION Published By The Boy Scouts of America

Here's how to reach a
$300 MILLION BUSINESS GIFT MARKET

. . . tell 497,984 members of Lions International about your product—*in their own magazine!* A recent independent survey proved that LION subscribers' companies spend over $300 million annually on gratitude and goodwill gifts. And Lions have the authority to originate or control those purchases—74% are business owners or corporate officers! Get all the profitable facts on this influential market. Write or phone today for your copy of "Captive—but Not Caged."

THE *Lion* MAGAZINE | 209 North Michigan Ave., Chicago 1
Telephone: ANdover 3-2500

His Baseball Career Cut Short, Richman Turned to Art; Heads Integrated Studio

PHILADELPHIA, May 19—A former professional baseball player, who became a commercial artist 17 years ago when a sore arm ended his sports career, will move his successful applied art company into new quarters here soon.

Mr. Richman and his staff of 125 will move into the Mel Richman Bldg., on the Schuylkill Express, off City Line, in June.

When Mr. Richman opened his one-man studio in 1942—in the dining room of his home—it was with the idea of eventually providing advertisers and agencies with specialists in all art fields under one roof, to eliminate shopping around for various talents.

He hired his first employe after one year and slowly began building a staff of creative talent, providing them with year 'round security and eventually even a piece of the business.

About 90% of his staff are old-timers with the organization now, Mr. Richman said. Last year his company grossed $1,500,000.

Mel Richman

In his quest for top talent, so the story goes, Mr. Richman once cut his own salary to provide the money asked by one specialist he sought (now a vp and executive art director).

Mel Richman Inc. now numbers among its clients many of the biggest names in advertising—N. W. Ayer & Son; Batten, Barton, Durstine & Osborn; Scott Paper Co.; E. I. du Pont de Nemours; Merck, Sharp & Dohme; Curtis Publishing Co.; Remington Rand; Seagram Distillers and Campbell Soup Co.

At 44, Mr. Richman is known not only as a skilled artist, but also as an able business man. Witness to that is the fact that the bulk of the funds he raised for construction of the new building was acquired strictly on the basis of talent as a major asset.

■ Mel Richman played guard on undefeated championship football teams at West Philadelphia High School during his prep years; after graduation he joined the Lebanon, Pa., pro baseball team, playing catcher and outfielder.

But this career was cut short after 18 months, when he suffered an arm injury.

His mother urged him to make use of the artistic talents he had exhibited. He attended the old Graphic Sketch Club, in South Philadelphia, and at the end of the first semester he had won several awards and was hired as an instructor.

When he entered the commercial field, Mr. Richman's first job was in the art department of the *Philadelphia Daily News*. From there he went to the ad department of a food chain and then to several lithographing houses. He was also consultant to several large agencies before he decided to go into business on his own.

■ The new Mel Richman Bldg., replete with garden courts, will have 28,000 sq. ft. of floor space and will feature a fine arts gallery in the reception center.

All departments of the organization will be under one roof, including Mel Richman Design Associates for packaging and industrial design, the film division and the rapidly growing photographic division. New York studios will remain at 485 Lexington Ave. #

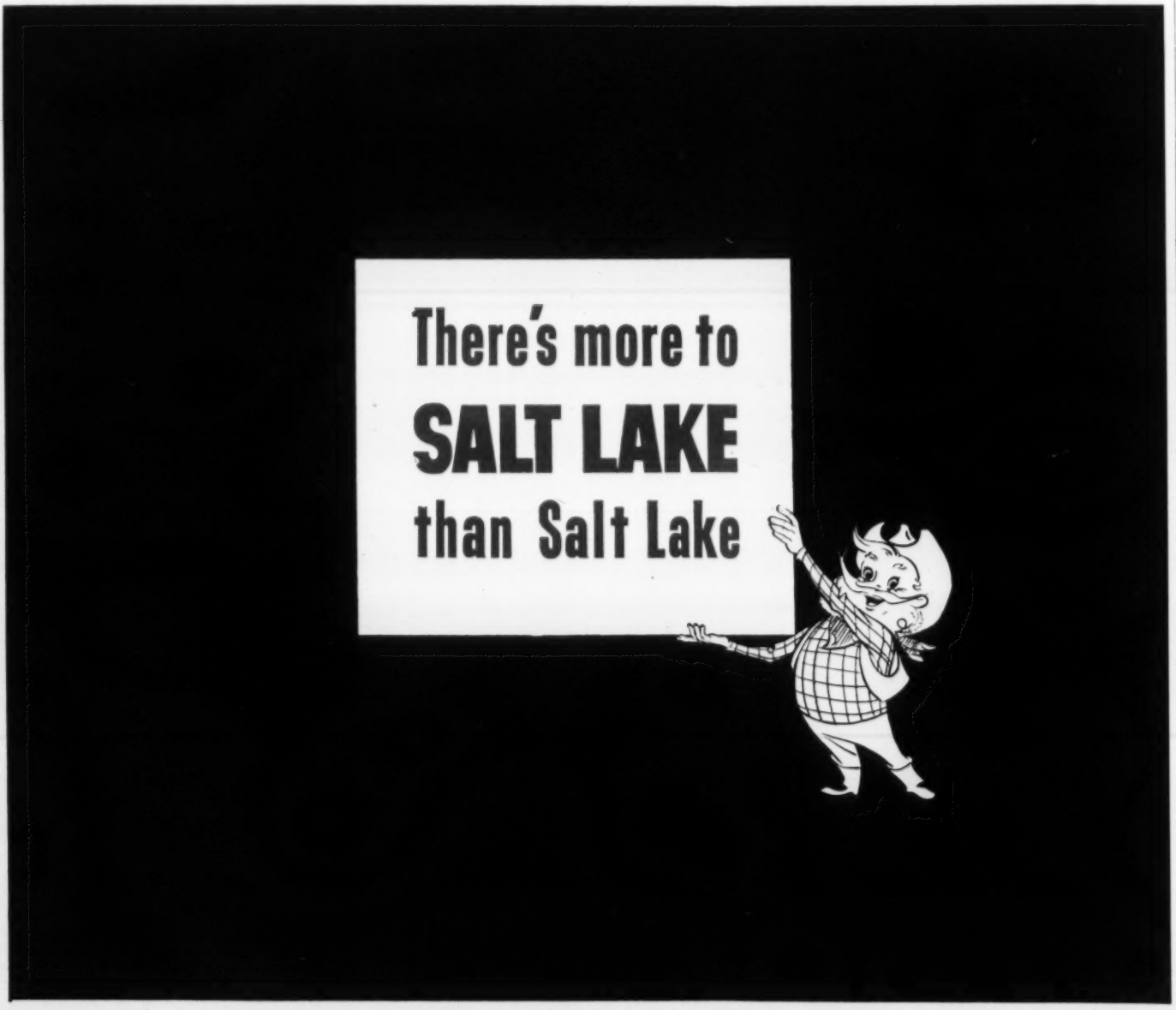
Fulham Moves to Hutchinson

Fulham Bros., Boston, processor of seafood, has appointed Charles F. Hutchinson Inc., Boston, to handle advertising, public relations and marketing of 4 Fishermen products on a national basis. Doherty, Clifford, Steers & Shenfield, New York, previously handled the account.

Fulton Joins 'Suburbia Today'

Robert D. Fulton has joined the western sales staff of *Suburbia Today*. Mr. Fulton, who will work out of the Chicago office, formerly was with *Good Housekeeping*.

Notice to Marketing Men:



Buying doesn't stop at the imaginary lines of Salt Lake City . . . but extends out hundreds of miles into a great mountain basin. Here 1⅓ million persons make Salt Lake an exception to buying just the "first 20" markets. If you just run down the list, you'll pass up a good buy! When you advertise in Salt Lake's two metropolitan newspapers, you not only reach and sell "INNER" Salt Lake with its ⅓ million people but you also automatically open the door to a million more prosperous prospects residing in "OUTER" Salt Lake.

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by
MOLONEY, REGAN & SCHMITT, Metro Comics Network.

coming in Food Topics ...an exciting new dimension

A marketing dimension!.... Starting with the August issue, some of the most exciting changes ever seen in a food trade publication will be found in Food Topics! • You'll see a new dimension in Food Topics' profit-calibrated editorial scope . . . its solid professional analyses and interpretations of selling methods, operational projects, buying procedures, merchandising strategies! You'll read new editorial features so vital you'll wonder why they've never been seen before in a food trade publication. • Sorry we can't tell you more right now. But our editorial people are out right now in big cities and small, in chains and independents putting the new editorial plan to work. • Get the full story from your Food Topics representative. He has a brand new presentation that will outline for you what the Food Topics editorial staff has in store. We're adding a brand new dimension . . . loaded with meaning for operators . . . loaded with value for you!

FOOD TOPICS

708 Third Ave., New York 17, N. Y.

Emerging 'Elite' to Make Science of Marketing, Planning, Ule Predicts

K&E Exec Describes 'Self-Perpetuating Class' at U. of Michigan

ANN ARBOR, May 19—Absolute certainty in advertising was held up as a goal—probably never to be attained, possibly not to be desired in its entirety—at the 1959 advertising conference of the University of Michigan last week.

Methods of attaining a better degree of certainty in advertising operations were reviewed by half a dozen speakers, and some of the barriers to attainment discussed and reconciled.

■ A bright world of the marketing man, complete with a marketing elite, and a scintillating set of scientific solutions to present perplexing problems, was unveiled for the group by G. Maxwell Ule, senior vp in charge of marketing services, Kenyon & Eckhardt.

Specifically, Mr. Ule predicted that:

1. Management will begin to understand better what is involved in the changeover to scientific marketing, and realistic administrative policies will assist in the acceleration of the changeover.

2. Better integration between decision makers (or line officers) and marketing technicians and staff men will close the gap between "what we know about marketing measurement and diagnosis on one hand and what we have been permitted to apply," and will achieve important internal and external marketing economies in the process.

3. The emergence of a "marketing elite," largely concerned with planning rather than implementation, conversant with new techniques of marketing measurement, schooled in social, behavioral and mathematical sciences, and knowing how to use other technicians as resources in planning. This "self-perpetuating professional class" will increase business dependence on the marketing concept.

4. Major break-throughs will occur in the application of rigorous techniques of marketing planning, such as marketing model designs and operations research models, in order to rehearse alternative plans and appraise the net contribution to sales and profits of each part of the alternative plans.

■ Mr. Ule believes the marketing concept will reduce present uncertainties about the role of advertising in these ways:

• It will define the role of advertising (Ule's opinion: It should be assigned two responsibilities—building product awareness and building product attitudes).

• It will measure the amount of advertising needed to meet the marketing objectives. This is possible, Mr. Ule says, because the net contribution of the advertising will be factored out.

• It will measure the effectiveness of each part of the advertising effort. (He says the development of objective and realistic criteria to measure performance of components of the advertising process is well under way now, and has been solved theoretically and experimentally.)

■ Finally, Mr. Ule believes the marketing concept will give total direction to advertising by:

1. Defining logical prospects for the advertising messages, refined as to numbers, location, age, education, relative importance and responsiveness.

2. Evaluating the relative dynamism of the alternative consumer promises or creative platforms to be offered the public.

3. Helping the creative people, who are "disciplined by accumulated research in appraising the value of various creative devices," come up with different methods of presenting the basic promise so that the "total effect tends to be maximized."

4. Researching what combinations of media and frequency give optimum coverage and optimum frequency of coverage of the market, considering available advertising resources and marketing objectives.

Further, Mr. Ule forecast that in a little while "it will be possible to estimate with relatively high certainty the net editorial reinforcement which the various media themselves add to advertising" and thus "we can reduce most of the uncertainty in media selection."

5. Extending the same logical procedure to the planning of merchandising and promotional strategies.

■ Mr. Ule prefaced his remarks by saying that the total marketing concept is compelled by the necessity of handling tremendous productive capacity, and using it for maximum social goals as well as maximum profit.

He also spoke slightingly of intuitive marketing, remarking in passing, "The issue is clearly drawn between the largely intuitive and 'practical' decision making, which still has currency, and the emerging analytical scientific method, applying diagnosis, evaluation and prediction."

■ Charles F. Rosen, exec vp, W. B. Doner & Co., reviewing the history of research in advertising, digressed briefly to observe that consumers are becoming more and more antagonistic to research interviewers, because of over-exposure to their techniques. This, he indicated, has the result of throwing findings off balance.

He said he believed both agencies and clients are making too exacting demands on advertising research.

"This is trending toward the line of inventing new diseases so you can concentrate on a cure no one has developed before," he said. "We must be aware of this.

"So far as advertising is concerned, research is vital. One agency has even phrased this in its own advertising by stating that 'there are no longer any little mistakes.' Today, an error in advertising is a king-size goof and may bring a sudden change in agencies. I believe the blame for the razzle-dazzle rests squarely on the shoulders of the agency and clients.

"If there is one oversimplified

Before
you finish reading—
another will

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
[illegible]
WAbash 2-8419

• There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 58.

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER—the bible for building accurate lists. 336 p. p.—$18.00. Send for your copy today!

conclusion to be drawn," Mr. Rosen said, "it is that there are no empirically true experts . . . just varying degrees of ignorance. Research is preoccupied with building a vocabulary of nomenclature that makes advertising practitioners anti-semantic."

■ It is virtually impossible to use the absolute maximum of the indicated perfect advertising approach, indicated Patrick J. Robinson, director of operations research, Imperial Oil Ltd., Toronto. "We can't say we want all, or even most, of everything," he asserted.

Mr. Robinson examined the inclination in some advertising to increase expenditures until sales have reached a certain level, then cut them off and start to put money in the pocket. He said time has shown this does not work.

"Research in business," he said, "involves messing around with things much more fuzzy than the type of research one might carry on with product, in that sometimes it's difficult to show just where we are pointed for."

■ Basic loyalty of professionals in advertising, in the interest of certainty, should be with the client, rather than their agency, in the opinion of W. John Upjohn, Upjohn Co., Kalamazoo.

"Agency loyalties—whether they are of the heart or of the wallet—discourage the analytical approach," said Mr. Upjohn. "They encourage sameness and the safe course," he said.

"I suggest that good advertising stems from a good product, and the best advertising from a leader willing and able to communicate," he went on. He outlined a five-point advertising creed, as follows:

• Good products can be sold by describing their measurable merits in precise, undecorated terms.

• Measurements of advertising effectiveness should be based on sales, rather than on readership or recall of advertising themes.

• The essence of good advertising copy is a clear statement of fact.

• There should be no abstract distinction between art and copy in advertising.

• Independent craftsmen are in the best position to provide leadership in advertising.

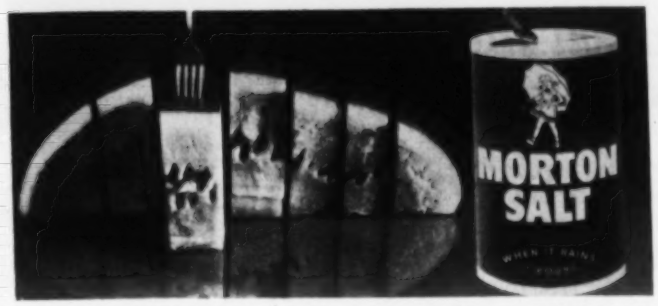
Certainty in advertising is a quality to be examined cautiously, even if possible of attainment, indicated Prof. Irving H. Copi, of the department of philosophy at the university.

"Rejecting the ideal of certainty is to free ourselves from slavery to an outmoded and essentially mistaken ideal," he said. "We can then adopt a bold and experimental attitude.

"The application of creativity to marketing is the very nerve and sinew of advertising," he stated. "It is no second best to anything—the advertiser's stone or the philosopher's stone—for it would have to be continued in use even if a completely adequate sell-all method were available."

He envisioned the happenings—the rush that would clear products from shelves and warehouses—if such a sure-fire device in advertising were discovered.

"Then, like the fall-out of an unclean bomb, knowledge of the diamond-hard sell gadget would sift into farthest and outermost regions. Every agency would soon have the formula, every company with goods to sell would be forced to use it. The public, it follows, would soon be relieved of its desire for unattainable goods, because other goods, equally desirable, would be equally craved. A year after the discovery, all would be much the same. The marketing face of America would be unchanged, except that every selling effort would include use of the gadget as a common denominator," he said. #



WATERMELON TIME—*Morton Salt Co. has timed the appearance of this 30-sheet poster at the peak of the watermelon season in the South (June 15-July 15) and North (July 15-Aug. 15) in 404 markets. Ads in women's magazines will tie in with the promotion. Needham, Louis & Brorby is the agency.*

Standard Moves to Bonfield

Standard Controls, Seattle, manufacturer of pressure transducers and servo-valves, has appointed Bonfield Associates, Oakland, Cal., to handle its advertising.

die needlessly!

What WGN Radio is doing about it!

Over one hundred people every day are killed on our nation's highways. A death rate so alarming—that it has become one of the most pressing problems confronting our country. Top priority has been given to the President's highway program. Numerous road improvements have been enacted by the states. Police patrol has been extended to the maximum. But *still* the needless slaughter goes on!

In line with *doing something* to stem this terrible tide—WGN Radio conceived and instituted "Signal Ten"—a documentary radio program taken from on-the-spot tape recordings of State Police work. *Intense—instructive—penetrating*—"Signal Ten" dramatically portrays traffic violations and their impending dangers *as they actually occur.* And WGN Radio pinpointed the problem further by taking its own survey of traffic conditions before selecting the target areas for its programming. Then to broaden the scope of this much needed safety service, WGN Radio made "Signal Ten" available to 17 other midwestern radio stations.

It is for this kind of sustained public service that WGN Radio was chosen as the *only* radio station over 1000 watts, to receive the coveted Alfred P. Sloan Award for promoting highway safety.

This, we believe, is an outstanding example of how WGN Radio is fulfilling its dedicated purpose of "Serving all Chicagoland" better.

WGN-RADIO

The greatest sound in radio
441 North Michigan Ave. · Chicago 11, Illinois

"O"

Look out for the Biggest Blast in

TRUE SPACE HISTORY

the un-ux-o'ri-ous is off the pad—

see pages 68 and 69

THIS IS THE JINGLE MILL RECORD

$58 PER JINGLE

Price applies to the United States Only

COMPLETELY CUSTOM MADE

OVER 700 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 10,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks—no open ends and no inserts.

JINGLE MILL

201 West 49th St., New York City

Summer-Whiting Named

Television Communications Inc., San Francisco producer of closed circuit tv productions, has appointed Summer-Whiting Co., Beverly Hills, Cal., to handle its sales in Southern California. Television Communications will use the studios and technical personnel of KTTV, Los Angeles, for origination and reception.

Hassenstein to 'Farm Life'

Don Hassenstein, formerly midwestern salesman for *Contractor*, a plumbing and heating trade journal, has joined *Western Farm Life*, Denver, as ad manager.

Triangle Stations Cull Double Honor in Sloan Safety Awards

NEW YORK, May 19—Four stations, a radio-tv station group, the Canadian Broadcasting Corp. tv network and six advertisers received Alfred P. Sloan awards here last week for outstanding public service in promoting traffic safety through broadcasting.

The Triangle radio-tv group of stations won two honors—the first double recognition ever made in this annual ceremony. Triangle won in the regional radio network sustaining category, with WFIL, Philadelphia; WFBG, Altoona; WNHC, New Haven, and WNBF, Binghamton, singled out for commendation for their "grand-scale traffic safety offensives that made 'Hitch Horse Sense to Horsepower' a byword in five states." A special award went to Triangle for the same campaign as conducted by the company's tv stations.

WARREN A. LOGELIN *has been named director of the consolidated public relations, advertising and sales promotion departments of Crane Co., Chicago, a new post. He formerly was public relations director.*

■ Other winners:

Over 1,000 watts sustaining category—WGN, Chicago, for "Signal Ten," among other activities.

In 1,000 watts or less sustaining category—WAVZ, New Haven, for working to become New Haven's "ambassador of safety."

Non-commercial educational radio station category—KDPS (fm), Des Moines, for productions by student talent.

Television sustaining category—KWTW, Oklahoma City, for "leadership in community and regional safety activities through the personal participating of its management and staff."

National television network sustaining category—Canadian Broadcasting Corp., for highlighting regular and seasonal aspects of safety on established programs as well as through special films.

National radio network commercial category—Metropolitan Life Insurance Co. for "good hints for safe driving" effort. A repeat winner.

Television network commercial category—General Motors Corp. for its "Aim to Live" campaign.

Television station commercial category—H. H. Meyer Packing Co., for "Signal Three" on WLWT, Cincinnati.

Regional radio network commercial category—MFA Mutual Insurance Co., for a series of taped programs and commercials. A repeat winner.

Under 1,000 watts radio station commercial category—First National Bank of Lake City, Fla., for safety messages on daily newscasts over WGRO.

Over 1,000 watts radio station commercial category—Hoseth Auto-Electric Co., Rapid City, S. C., for presenting the local chief of police in a five-minute daily program over KOTA to keep the public aware of traffic and safety problems. #

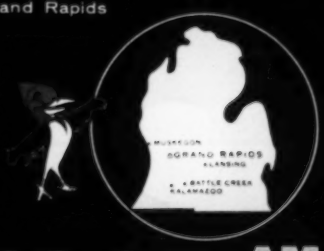
Fletcher, Wessel Gains One

Stevens Hat Corp., St. Joseph, Mo., has appointed Fletcher, Wessel & Enright, St. Joseph, to handle its advertising. The company currently is concentrating on direct mail to the trade and point of purchase. Rogers & Smith, Kansas City, Mo., formerly handled the account.

IT COMMUNICATES!

By anyone's standards, Paul Revere's midnight ride was a screaming success. The whole countryside sprang into action! He really communicated. Today, WOOD-TV is communicating with the same phenomenal success. Western Michigan prefers WOOD-TV. Better yet, WOODwatchers are WOODbuyers! Why not put your client on WOOD-TV and get a sample of that "Paul Revere-type" action from the WOODlanders. Just flash the signal to your Katz man — that's one lamp for AM, two for TV.

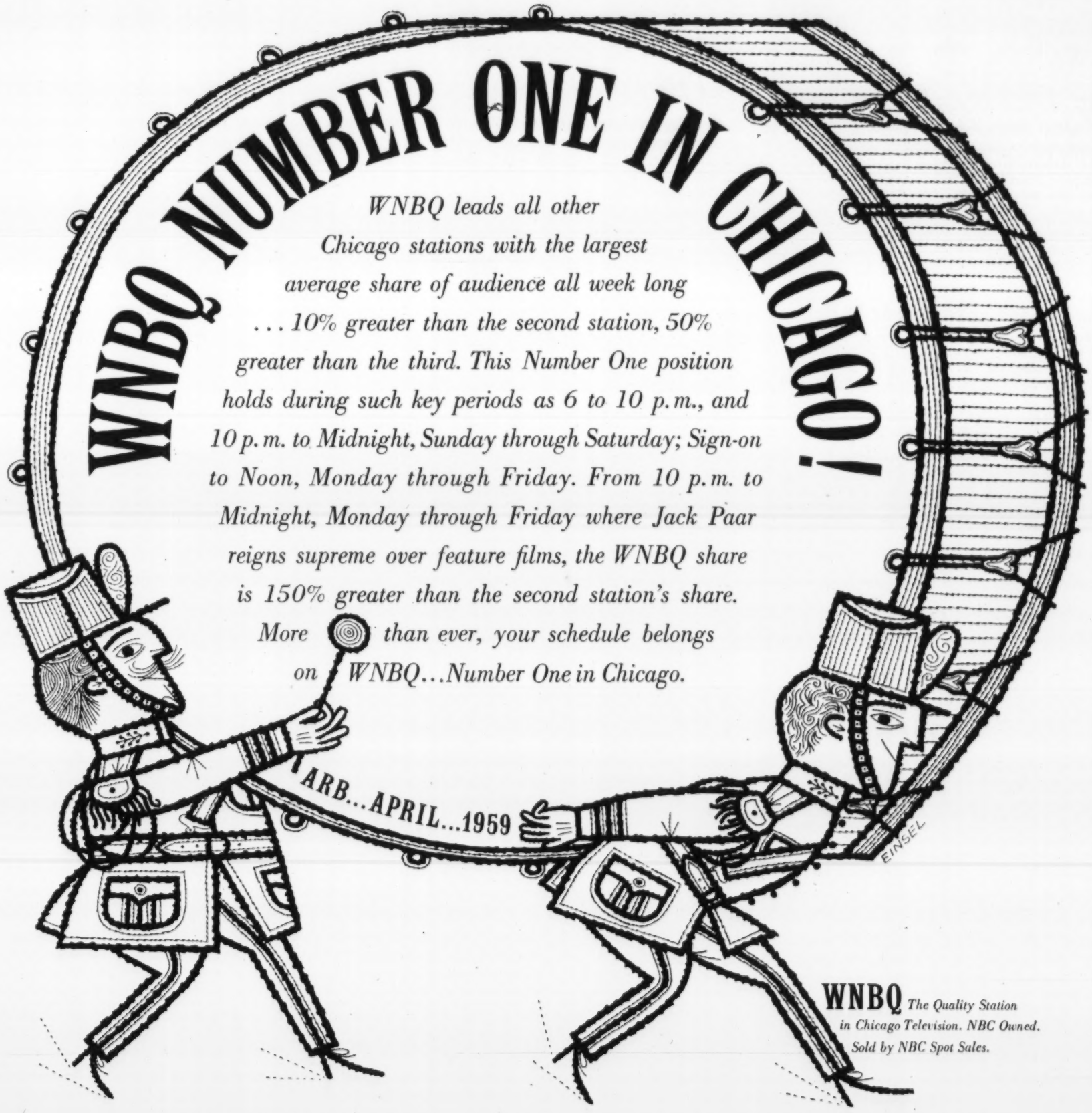
WOOD-TV is first—morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids
WOOD-AM is first—morning, noon, night, Monday through Sunday April '58 Pulse Grand Rapids



WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.


WNBQ NUMBER ONE IN CHICAGO!
WNBQ leads all other Chicago stations with the largest average share of audience all week long ... 10% greater than the second station, 50% greater than the third. This Number One position holds during such key periods as 6 to 10 p.m., and 10 p.m. to Midnight, Sunday through Saturday; Sign-on to Noon, Monday through Friday. From 10 p.m. to Midnight, Monday through Friday where Jack Paar reigns supreme over feature films, the WNBQ share is 150% greater than the second station's share.
More than ever, your schedule belongs on WNBQ...Number One in Chicago.
ARB...APRIL...1959
EINSEL
WNBQ The Quality Station in Chicago Television. NBC Owned. Sold by NBC Spot Sales.

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

YOU SHOULD HAVE THEM BOTH IN YOUR FILES

101 Reasons and Facts about El Paso and her trade territory.

Write for your FREE copies of this up to the minute factual data on this Billion dollar market.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Burkhart Sees More Client 'Interference'

(Continued from Page 3)

tionately more." Then he added, "The ratio of advertising expense to sales income must go down as total volume goes up. The advertising machinery must become more efficient, just as the factory machinery must."

Mr. Burkhart said managements expect admen to understand that they "constantly strive to lower the unit cost of advertising." The fact that the competition boasts bigger ad budgets should not be a cause for complaint, he added, but a reason for bragging about your own operation.

Lever Bros., which has nearly doubled its advertising expenditures in the past five years, with a budget of "nearly $100,000,000" annually, is "not just in the business of selling," Mr. Burkhart said. The company, he said, is interested also in building its consumer franchise. "A sale is a single transaction. A consumer franchise is a continuing series of transactions," he said.

■ "It is the force of the consumer franchise, built largely through continuous advertising, that creates a background acceptance for our products, requiring only a gentle nudge to the consumer to get her to buy."

And this, to management, he said, is the key role of advertising, "the creation of a product reputation that has a kind of permanence, something a management can count on.

"That is what we really buy when we invest in advertising," he said. "It is the big thing that gives a business like ours its basic and continuing momentum."

Mr. Burkhart explained that when management sometimes turns thumbs down on "some sparkling new thinking on a brand's advertising," the action might be traced to "the fear that the long-range result may be detrimental to what we call the brand image . . . the vital, profit-yielding momentum of the brand might be retarded." #

Private Appliance Sale Idea Draws 18% Return on Mailing

(Continued from Page 3)

current and past customers and shoppers. It was decided that on the day picked the store would close at 6 p.m., as usual, then reopen at 6:30 p.m., admitting only shoppers who carried one of the tickets which the stores sent out with each mailing piece.

Enclosed in each envelope—addressed by hand to further the "personal" touch—were a letter, three tickets and a "confidential" price list. The letter explained that the sale was limited to "holders of the tickets only" and that the store would be open for the purpose of the sale only on the one evening. It was also pointed out that this particular sale was for an exclusive list of customers and would not be advertised.

■ Results of the drive were far above standard direct mail achievements by retailers in the area. From the time the store opened at 6:30 p.m. until it closed —much later than the expected 8:30 p.m.—close to 600 ticket holders had shopped in the stores, an 18% pull from the mailing.

"This has been the most effective drive per dollar spent that Ash has ever run," Mr. Silver, who has had the Ash account since 1955, told Advertising Age. "This entire mailing ran under $250. Yet, the customers shopping this special evening sale purchased 30 major appliances plus some 150 units of traffic appliances."

When the Silver agency first began handling the account in 1955, the Ash Sales & Service Co. had only one store. Through consistent newspaper advertising—which represents the retailer's largest promotional expenditure—plus direct mail, radio and tv advertising, the company was able to expand to three stores in as many years. #

Mogge Named by Bank Group

Sottile Group Banks, a group of seven Florida banks, has named Arthur R. Mogge Inc., Chicago, to handle its advertising. The account will be serviced by Mogge's Miami office.

A good SALESMAN follows-through... and so does a good STATION!

YOUR best salesmen make more repeat sales because they know the value of "plus" service and follow-through! They're not interested in the "quickie sale" or the "fast buck."

WHO Radio has this same "sales savvy"! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa's 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special "plus" services make it easier for Iowans to buy more of the products they've heard *most* about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who *follows-through.* Ask PGW for all the details on WHO Radio's ability to sell in "Iowa Plus."

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives

He kicks back at fate...and a bouncing ball

...because he's a boy, a maimed, spunky little boy on the sand flats of Morocco. And boys, everywhere, who have little else, must first know courage.

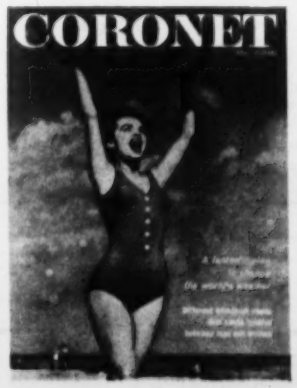
This is one of nine photographs in a picture story called "The Face of Courage" in Coronet's June issue. It is a sensitive portrayal of man's tenacity...his ability to know fear and to stand against it, to face death and therefore life: the bullfighter as the horn grazes his leg; a child's first step without her polio braces; war hostages walking, heads high, to annihilation.

This picture story, like all Coronet picture stories, is composed of photographs that express more eloquently than prose the heart of truth, that explore the universality of people's emotions with rare sensitivity and insight.

But this is only one facet of Coronet. With dramatic pictures, incisive text, Coronet covers the entire range of human interest ...from world affairs to wonder drugs, education to summer vacations. Coronet, today, moves minds...and the magazine that moves minds moves merchandise.

Conclusive proof of Coronet's growing influence: Advertising pages are up 20% in 1959 over the first six months of last year. More and more blue ribbon advertisers are realizing that Coronet reaches *responsive people.*

Over 12 million readers every month



Agencies More Active in Point of Purchase; Producers, Advertisers Wary, Popai Finds

NEW YORK, May 20—Do advertising agencies regard point of purchase advertising as an important medium?

The answer is yes, although most agencies see their jobs in this area as advisory. But many of them reportedly are becoming more active. Producers of point of purchase materials view this development with mixed emotions.

These are some of the major findings of a new three-part report, "The Role of Point-of-Purchase Advertising in Today's Advertising Agency," to be released May 25 by Point-of-Purchase Advertising Institute.

Personal interviews with executives in about 40 agencies in New York, Los Angeles, San Francisco, Minneapolis-St. Paul, Boston, Chicago and Milwaukee, with annual billings ranging from $1,000,000 to $300,000,000, highlighted these facts:

- Of the agencies interviewed, 90% reported that all aspects of marketing, including merchandising, are considered to be functions of a modern advertising agency.
- Almost three-fourths of the agencies said that point of purchase is an advertising medium, rather than merely a sales tool or an after-thought in an advertising program. Only 23% of the agencies said they regarded point of purchase as a sales tool.
- Of the agencies, 69% said they recommend the use of point of purchase materials in all advertising plans.
- In 47% of the agencies the man who initiates the point of purchase program is the account executive.
- Because few agencies actually become involved in the production of this material, only 22% of the agencies have people who are specifically trained for point of purchase production, but 47% reported their production people able to handle production of such material.
- Contrary to common belief, point of purchase is a free service in only one out of every four agencies. It is usual for an agency to charge a commission or fee for all or most of the efforts involved in this area. Some agencies charge for time and art charges only, while others add a commission above all costs. The systems by which agencies are paid for their point of purchase efforts vary widely.
- Of the agencies, 75% claimed they have at times conducted some pre-testing of their clients' point of purchase materials, but this is generally on a limited basis.
- 90% of the agencies reported that they look to the point of purchase producer for creative ideas.
- 57% of the agencies reported that point of purchase should be commissionable in the same manner as other advertising media; 27% do not regard this as practical.
- 53% of the agencies reported that their clients want the agency to take a more active part in point of purchase promotion.

■ Producer members of Popai who answered questionnaires for the current study reportedly view with mixed emotions increased activity by agencies in the point of purchase field. Members who have worked closely with agencies believe agencies can contribute in clarifying the marketing problem, integrating point of purchase with an entire advertising program and making closer liaison possible with management.

But these producers reportedly are in the minority. Most producers fear that increased interest in point of purchase by agencies will prove detrimental to producers.

When working with agencies, about 75% of the producers reported, they only sometimes have contact with the advertiser. Al-

famous on
the local scene...

Just like Newton
and the Apple.....

people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart
call Petry today!
WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

most 80% of the producers frankly stated that they prefer advertisers to bypass agencies and work directly with them.

■ The advertisers surveyed for the new Popai report were all associate members of the institute. Most of them deal directly with producers, bypassing agencies in almost every instance. The reasons given are that their own people are better qualified to handle this phase of advertising, that it is more economical, and that advertising agencies seldom place enough emphasis on the merchandising follow-through.

In addition, producers are credited with having "more qualified personnel in terms of point of sale creativity, purchasing and contacts than do most agencies." The advertisers reported, however, that agencies are more qualified than producers in knowledge of retailing and merchandising, and in familiarity with the consumer.

It is noteworthy in this connection that, while producers see a trend toward increased advertising agency participation in production, the national advertisers questioned are about equally divided on this point. #

Mennen Co. Names Five

Mennen Co., Morristown, N. J., has appointed four executives and promoted one. Robert Smith, formerly with Colgate-Palmolive Co., and Howard Rand, previously with Nestle Co., have been named product managers. Jack Leonard, formerly with Lever Bros. Co., has been named sales promotion manager. Irving Kiem, formerly merchandising manager of Helene Curtis Industries, has been named to a similar post at Mennen, and William J. Brodbeck has been promoted to product development manager.

Bryan Joins FC&B

Wilhelmus B. Bryan has joined Foote, Cone & Belding, New York, as account executive on Lever Bros.' Imperial margarine and Angostura aromatic bitters. He formerly was an account executive at Benton & Bowles and McCann-Erickson.

Dremel Switches to Franklin

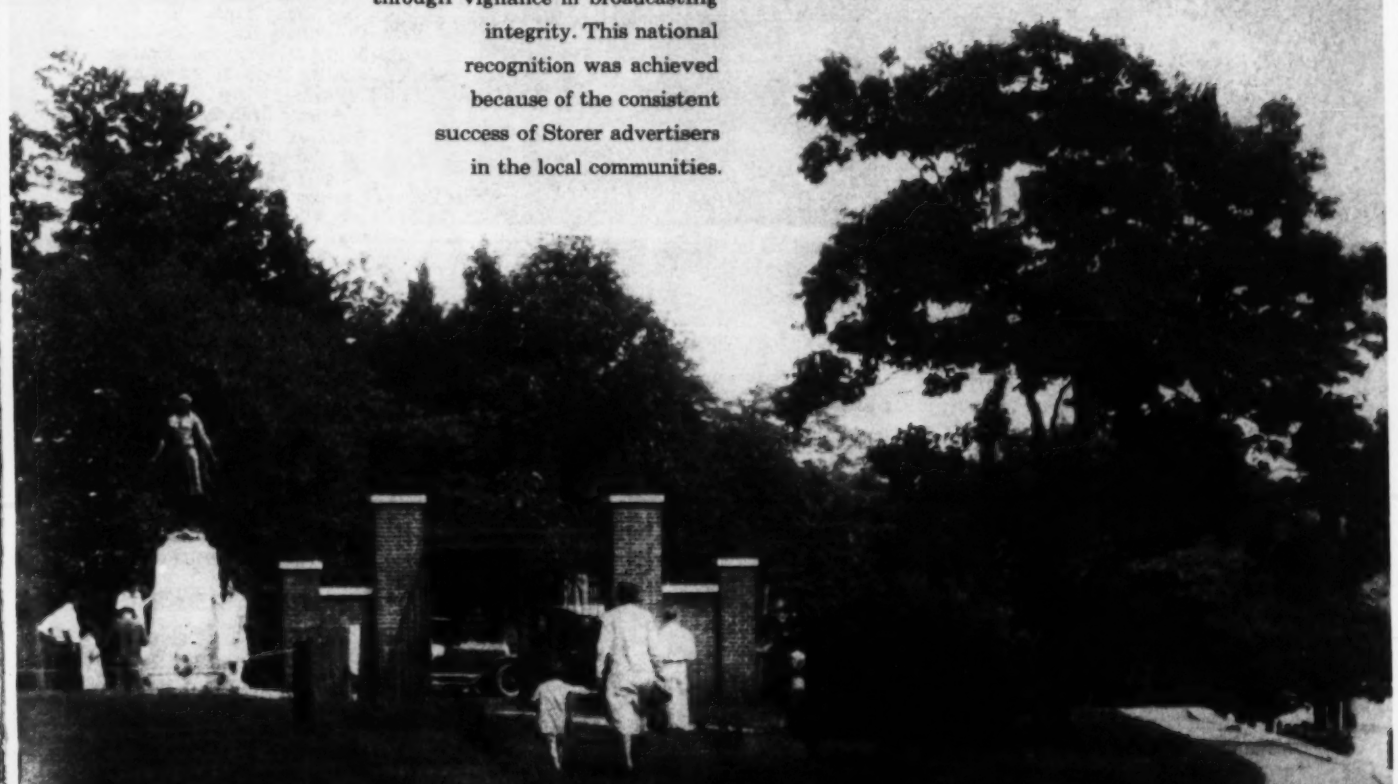
Dremel Mfg. Co., Racine, has appointed Franklin Advertising, Milwaukee, to handle its advertising. Hoffman & York, Paulson & Gerlach, Milwaukee, is the former agency of record.

Mary Smith Joins Kuswa

Mary L. Smith has joined Kuswa-Greene & Associates, Milwaukee, as a copywriter. Mrs. Smith was formerly on the copy staff of MacFarland, Aveyard & Co., Chicago.

yet known throughout the nation

Jamestown, Virginia, founded in May, 1607, under the leadership of Captain John Smith, is recognized as the birthplace of America and stands as a symbol of the courage and integrity of its settlers . . . Similarly, Storer has become nationally recognized through vigilance in broadcasting integrity. This national recognition was achieved because of the consistent success of Storer advertisers in the local communities.

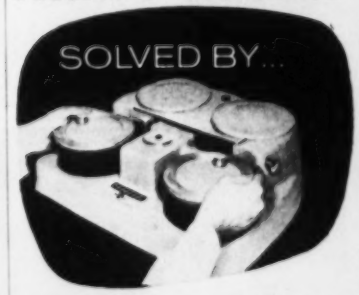


Storer Broadcasting Company

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

WGBS Miami	WWVA Wheeling	WIBG Philadelphia	WSPD Toledo	WJW Cleveland	WJBK Detroit
WAGA-TV Atlanta	WSPD-TV Toledo	WJW-TV Cleveland	WJBK-TV Detroit	WITI-TV Milwaukee	

a thinking man's fluster



FILMOTYPE

Speed! Production!
Finish that art! But where to obtain display lettering and type best for the job . . . any and every job? Filmotype Photo typesetting machine of course! Nothing faster, easier to do, more professional in appearance. And only pennies a word! Filmotype blends a thinking man's fluster with a printing man's haste.

AND CONSIDER: The most all-inclusive style selection in photo-typesetting/ From 12 pt. to 144 pt./Screens, tints right from the machine./Almost limitless intermixing of faces.

Note: Play it safe...save...with the Filmotype "Pays-for-Itself" Purchase Plan. Write for complete details, today.

FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name_____
Firm_____
Address_____
City_____ Zone___ State_____

610,000

New York Journal-American

READERS ARE IN FAMILIES OWNING CARS BOUGHT NEW

...90,000 more than the second evening paper

From N. Y. Daily News "Profile of the Millions" 1958

ADMAN'S TENT—*This cozy cottage on East 21st Place, Tulsa, is the temporary operations base for Marsteller, Rickard, Gebhardt & Reed during the International Petroleum Exposition.*

Marsteller Runs Nomadic Tulsa Shop for 12 Clients Exhibiting at Petroleum Show

(*Continued from Page* 3)

and with each other are maintained through message centers and strategic rendezvous points. Evenings are spent helping clients entertain, or entertaining publishers, clients and prospects.

While all this is going on, all information being gathered here is being forwarded daily to the interested agency office. The Pittsburgh office, for example, is getting full reports on all contacts made with its clients and prospects—who made the call, who was interviewed and what was said.

And by way of on-the-spot communication with the exhibition in general, the agency is running one-column ads daily on the oil pages of both the *Tulsa Tribune* and the *Tulsa World*, each day featuring editorial-style copy about one of its clients.

■ The agency's clients exhibiting here are: Baroid division, National Lead Co., Houston; Clark Equipment Co., Buchanan, Mich.; Dayton Rubber Co., Dayton; Electro-Motive division, General Motors Corp., La Grange, Ill.; Gray Tool Co., Houston; Hercules Motors Corp., Canton, O.; Ingersoll-Rand Co., New York; Parkersburg-Aetna Corp., Chicago; Oakite Products Inc., New York; Rockwell Mfg. Co., Pittsburgh; Rockwell's Edward Valve division, East Chicago, Ind., and its Republic Flow Meters Co. division, Chicago.

Agency men on the firing line here are Richard Christian, exec vp, Chicago; Robert Browne, vp, New York; Arthur Cowles, vp, Chicago; Douglas Craig, vp, Houston; Jack Rittenhouse, vp, Houston; Ken Pfitsenmayer, account executive, New York; G. P. Sutherland, account executive, Pittsburgh; and Edward Chalmers, account executive, Houston.

Also on hand were two men from the agency's Burson-Marsteller Associates pr affiliate: Elias Buchwald, vp, New York office, and Harold Bergen, account executive, Chicago. #

ARB to Compile TV Data by Computer

(*Continued from Page* 3)

stations, not only in its own home town, but everywhere it is received.

"If a timebuyer gives us a list of availabilities, together with his budget, our machine will provide a list of the 'best buys' in terms of cost per thousand."

■ Mr. Seiler emphasized that the service is not intended to turn time buying over to a machine. "We simply take over the chores and free the timebuyer of drudgery, so that he can devote his attention to higher level decisions."

Under ARB's plan, diary reports will be collected simultaneously three times a year from every county in the country. In addition to national reports, ARB will also issue 160 local reports three times a year, and it will have more frequent reports for 70 markets, based on special sampling between the nationwide "sweeps."

Cost of the ARB "best buy" service will be based, for subscribers, on time required for operating the machine, Mr. Seiler said. #

More sales are made through **THE DALLAS NEWS** in Market Dallas* than by any other newspaper in any Texas market. Ask your Cresmer & Woodward representative why!

Represented nationally by Cresmer & Woodward, Inc. • New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

***MARKET DALLAS:**

Population	3,633,300
Income	$5,761,211,000
Retail Sales	$4,208,783,000

METROPOLITAN DALLAS:
(Collin, Dallas, Denton, Ellis Cos.)

Population	1,031,900
Income	$1,957,135,000
Retail Sales	$1,479,071,000

(Sales Management: May 10, 1959)

ONLY ONE WENT UP

Only one Chicago paper passed its previous peak in total full-run advertising for the first four months of 1959: the Chicago Sun-Times rocketed to a new all-time high of 7,087,449 lines—a healthy step up from previous "best" in 1957.

Left at the launching pad: Chicago Tribune...down 1,121,824 lines from 1956 peak; Chicago American...down 608,005 lines from 1949 peak; Chicago Daily News...down 341,841 lines from 1956 peak.

CHICAGO SUN-TIMES

ONLY PAPER TO IMPROVE ON PAST PEAK PERFORMANCE FOR JANUARY THROUGH APRIL 1959

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Llewellyn White, 59, Broadcasting Critic, Writer, Editor, Dies

NEW YORK, May 19—Llewellyn Brooke White, 59, author, editor and former State Department aide, died May 15 at Lenox Hill Hospital of a coronary thrombosis.

Since 1955, when he retired as State Department program division chief for the press service of its international information administration, Mr. White had devoted himself to free lance writing. He had been working on a book about European contributions to western civilization, as well as writing tv scripts and novels.

Mr. White held key writing and editing positions with numerous magazines and newspapers over the years, but he was best known to the advertising world for his book, "The American Radio," a provocative analysis of broadcasting.

Mr. White's death brought back memories of "The American Radio." The book was released in 1947 by the University of Chicago Press as a part of the work of the Commission on Freedom of the Press. This commission was financed by Time Inc. and "Encyclopaedia Britannica."

■ Mr. White said that advertising men, not broadcasters, ran the broadcasting business. He said that only two of 40 broadcasters interviewed by him challenged this thesis; most station men, he said, were willing to admit off the record that advertisers and agency men were "the boss" in radio. On this point of control, he wrote: "'Why,' more than one (broadcaster) has wailed, 'do you get so worked up over the advertising agencies? The theory that they run our business is a myth.' (At this point the broadcaster usually cites instances where his script readers have cut out a 'damn' or made the agency drop an unpleasant reference to mothers-in-law to 'prove' that he is complete master of his own house.) Besides, what's wrong with their building shows and hiring the talent? Or, for that matter, picking the broadcast times and selecting the cities to hear the programs? (Here the broadcaster drags out a rate card to show that advertisers are required to take certain blocks of basic stations, 'encouraged' by the 'full network plan' to take them all.) Would I write any differently, think any differently, if I suddenly went to work for J. Walter Thompson?"

■ Mr. White maintained that it was wrong for the admen to "boss" radio because (1) "it enables men, about whom the public knows nothing and whom the FCC is not required by law to investigate, to enjoy franchises which the public grants to another"; (2) admen are not the ideal "tenants" of the airways and (3) "since the largest budgets are spent on national network shows, the advertising man will not be overly interested in strictly local programs."

■ Mr. White also charged that admen were less concerned with the public interest than with product selling and that they tended to shy away from controversial issues and thought-provoking subjects.

"In sum," he wrote, "the ideal of any advertising man is a program made up exclusively of variety, comedy, popular music, non-controversial news (all of it in the 'formula groove') and advertising 'plugs,' plus, perhaps, a law to prevent the FCC from doing anything to thwart a speedy realization of the ideal. To deny that this is so is to call into question both the advertising man's good sense and his value to his clients."

■ The book did not criticize advertising per se, and it had some kind words for some advertisers and broadcasters. Among the recommendations offered to "make American radio not merely the best in the world but the best it would be possible to achieve":

1. The FCC should work toward the establishment of at least four clearly received stations for all Americans.

2. The industry should assume a position of vigorous editorial leadership, with more "plausible discussion techniques," and it should "experiment, experiment, experiment."

3. Broadcasters should "assume the responsibility for adequately treating all important controversial public issues, substituting the criterion of public need for the criterion of acceptability to sponsors, advertising men or overly sensitive public officials."

FRANK P. REDFIELD

ALBUQUERQUE, May 19—Frank P. Redfield, sales manager of KOB, Albuquerque radio station, died May 12 of injuries sustained in an auto accident the same evening.

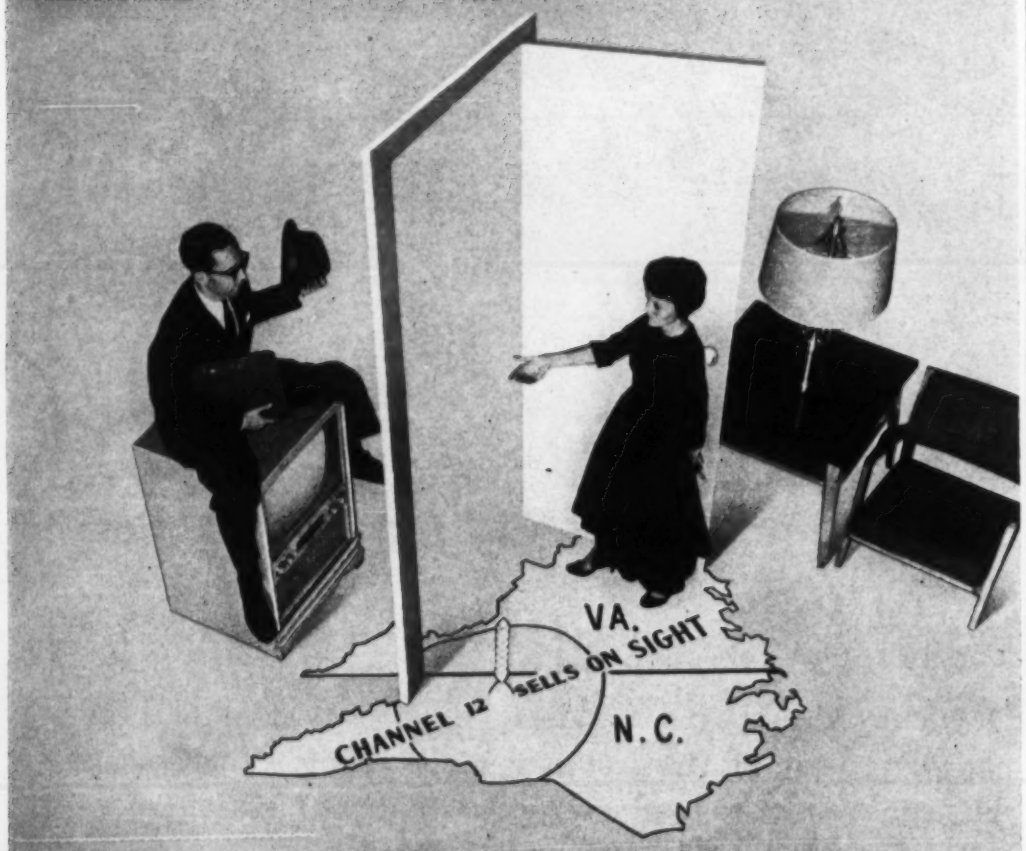
Mr. Redfield, former president of Western Broadcasting (KIFN, Phoenix, and KLOS, Albuquerque), began his commercial radio career at KOY, Phoenix, and later was at KRUX, also in Phoenix.

ALFRED LIPSET

DENVER, May 19—Alfred Lipset, 62, advertising salesman with the *New York Mirror*, died here of a heart attack May 12.

Born in New York, Mr. Lipset was graduated from New York University, and spent most of his business career as a salesman for Lion Match Co. He joined the *Mirror* in 1954.

Your Salesman for More Than 700,000
CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for Winston-Salem, Greensboro, High Point

Call Headley-Reed

MONTGOMERY, ALABAMA MAKES NEWS!

RAND-McNALLY SURVEY:
CITY RANKS EIGHTH IN ECONOMIC STABILITY

Montgomery is ranked No. 8 among the nation's cities showing the greatest trend toward economic stability and expansion.

This luring attractiveness to new business and industry in Montgomery is pointed out in a Rand-McNally bulletin for subscribers to the Commercial Atlas Service.

Weighing every facet involved in Montgomery's economic condition, Rand-McNally reports a gain of 10 per cent over the city's business trend at this same period in 1958.

Alabama Journal, March 10, 1959

MONTGOMERY also has Alabama's "highest retail sales per family," which makes the Montgomery Advertiser-Alabama Journal now, more than ever, Alabama's MUST newspaper buy. These newspapers AND NO OTHER NEWSPAPER OR COMBINATION OF NEWSPAPERS provide full coverage of Central and South Alabama, where 25% of Alabama's retail sales are made!

You can raise your Alabama sales quotas when you cover the Capital Part with the Capitol Papers.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING, EVENING, SUNDAY

National Representatives: Kelly-Smith Co.

IN A FIELD OF THREE STRONG MAGAZINES . . . walking off with the winner's scroll is a big job. But SPORTS AFIELD did it again . . . and continues to lead the sportsmen's field!

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts help simplify your advertising plans – select Sports Afield, again winner – and still champion!

SPORTS AFIELD . . 1,049,383

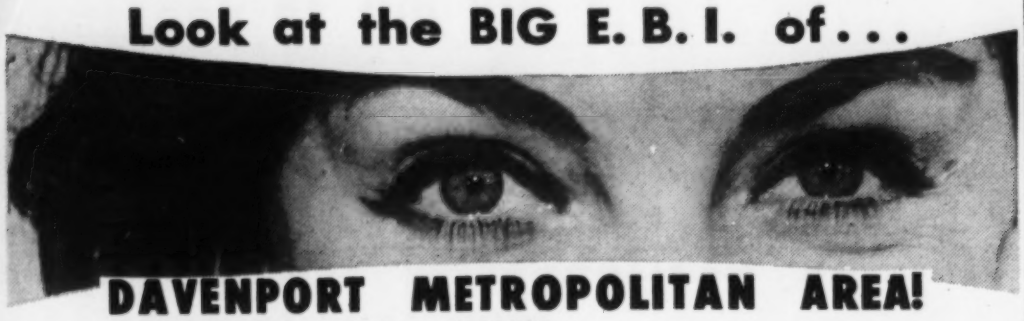
Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending December 31, 1958

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

Look at the BIG E. B. I. of...

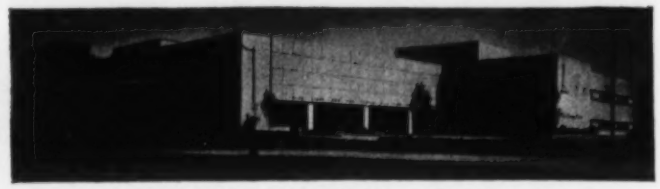


DAVENPORT METROPOLITAN AREA!

Of $535,884,000 total E. B. I., $362,368,000 goes into retail sales. That's more buying activity than the average for all U. S. Metropolitan Areas. Davenport's the Quad-City trading center and only Davenport Newspapers circulate Scott County, Iowa, 100% --- plus effective coverage in Rock Island County, Illinois.

Circulating Davenport and Bettendorf, Iowa
Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY
NEWSPAPERS
Represented by Jann & Kelley Inc.



MODERN—*The Cleveland Press will move its operations into this new $12,000,000 publishing plant on June 1. All editorial, photographic, advertising and composing room functions are concentrated in 90,000 sq. ft. on the upper floor. The 35'-high pressroom occupies the lower portion of the entire left wing. The building was designed and constructed by Austin Co.*

"Higher Education... Our Greatest Tool"

OSCAR G. MAYER
Chairman, Oscar Mayer & Co.

"During the last twenty years we have had dramatic evidence of what massive research can accomplish. Every thinking American today is acutely aware that our future welfare depends upon this vital activity.

"But sound higher education is the prerequisite of good research; it is vitally important that our higher education be constantly improved, beginning with our secondary schools. Higher education is the only means with which we can mine our most valuable natural resource: the creativity of the human mind in all fields, social and cultural as well as scientific.

"By supporting the college of your choice in its efforts to provide the best possible faculty and physical facilities, you are investing in the one tool with which to shape favorably the future of America."

If you want more information on the problems faced by higher education, write to: Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

HIGHER EDUCATION KEEP IT BRIGHT

ADVERTISING COUNCIL PUBLIC SERVICE

Along the Media Path

Cedric Adams, newscaster-humorist-emcee of **WCCO Radio**, Minneapolis-St. Paul, received a 25-year service award from Pure Oil Co., for which Mr. Adams has worked since Jan. 15, 1934, when he went on as emcee of "Pure Oil Potpourri," a musical variety show. He now airs the "Five P.M. News" two days a week.

• The **Boston Herald-Traveler** will sponsor the Boat-O-Rama show for the third consecutive year June 26-28. The show is extended from two days to three days for the first time this year.

• **Holiday**, noting that it carried more liquor advertising in 1958 than any other monthly consumer magazine, presented some 900 members attending the Wine & Spirits Wholesaler Assn.'s annual convention in New York with a wallet-size booklet, "A Guide to Fine Wining & Dining in New York." Framed reproductions of ads also were presented to distillers and importers at the convention.

• **Department of New Laurels:**

Good Housekeeping for the first six months of this year had the biggest revenue in its history: $11,000,000, 3.46% above the revenues for the first six months of 1958.

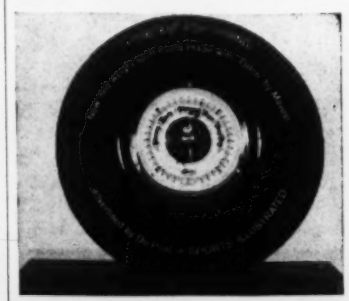
Local sales of **WCBS Radio**, New York, for the first quarter of 1959 were 48.3% ahead of the same period of 1958.

Everywoman's Family Circle had a 14.9% increase in ad pages during the first six months of 1959 as against the same period last year.

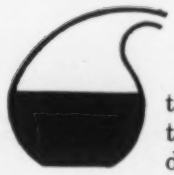
For the first six months of 1959, **Outdoor Life** has set a 61-year record in ad revenue: $1,727,000, 17% above the first half of 1958.

Petersen Publishing Co.'s publications show gains for the first half of 1959. The automotive group #2—*Rod & Custom*, *Car Craft* and *Custom Cars*—dollar volume was 90% over the same period last year. They contracted for 263 pages as against 152 pages in the first half of 1958. Dollar volume in *'Teen* was up 91% over the first half of 1958.

American Banker carried the largest insert in its history with a six-page two-color insert from IBM about the company's week-long premiere showing of its new line for bankers in the May 13 issue. #



COAT WEATHER AHEAD—*Sports Illustrated and Du Pont are sending out this German barometer to men's furnishing stores to promote Orlon, now used in new mid-weight sports coats. Display was designed by Thomson-Leeds Co., New York.*



Just as vital to performance as circuits or components are the *materials of electronics*—the metals, alloys, chemicals, plastics, and ceramics used in electronic products. These are the physical substances, the frames, chassis, compounds and coatings that the electronic design engineer must select to meet desired size, weight, operational, environmental and production requirements.

Electronic Design Feature Reports, such as "Plastics", help keep these design engineers informed and up-to-date with latest technical and design aspects of materials. Your advertising not only adds to their information, but makes all the difference in the type or brand of material that will be specified for the production run.

If you are trying to sell these or similar materials in mass quantities, you can move your product with *mass sales* to the Electronic Original Equipment Market with a schedule in *Electronic Design*.

ELECTRONIC DESIGN

Here is a partial list of successful basic materials advertisers in Electronic Design:

Shell Chemical
Monsanto
Du Pont
Dow Chemical
Dow Corning
Baker & Adamson
Formica
Minnesota Mining & Mfg.
Westinghouse
General Electric
Hooker Chemical
The Borden Co.
Handy & Harmon
Alcoa
Taylor Fibre
Anaconda
International Nickel
B. F. Goodrich
Corning Glass
Minneapolis-Honeywell
Coors Porcelain
Carborundum
Revere Corp. of America

Design with Plastics

EXAMIN
GET MO

HIGHEST
Daily Circulation

San Franci

A HEARST NEWSPAPER REPRESENTED

MO

There's More Of Everything In Examiner

More National, More Display– More Big Stores Choose Paper

Advertising is an investment—a sound one in The Examiner, based on safety and maximum return.

Today, and for years, more people read The Examiner than any other San Francisco newspaper. Circulation is at an all time high.

Today, and for years, more advertisers use more advertising in The Examiner than in any other San Francisco newspaper. Jan. 1959, they placed 721,000 more lines

S. F. Richest County in United States

By A. J. HOROWITZ
Marketing Mgr.

The San Francisco market offers more "tonnage sales"

Bargain Buy for Ladies

40 Pct. Greater in Women's News

By KATHLEEN DOYLE
Women's Editor

Today's woman is a wonder. Her husband, children and home come first, but the world is her domain.

Upon this premise, The Examiner gives her the news, more than any other San Francisco newspaper.

Examiner editors reject the traditional "society" approach to today's woman. The women's staff of 22 is an extension of the city desk, covering every phase of a woman's life.

ER READERS
RE NEWS!

AMERICA FIRST

Examiner

THE DAILIES

NATIONALLY BY HEARST ADVERTISING SERVICE INC.

HIGHEST Sunday Circulation

4,170 More Pages Of Top Coverage

A Great Newspaper Must Cover News First of All

A great newspaper—and specifically The Examiner—is many things. But first of all it is A NEWSPAPER that COVERS MORE OF THE NEWS than any other newspaper in San Francisco.

The Examiner has been that kind of newspaper since its first day under William Randolph Hearst, March 4, 1887.

The Examiner is more than ever that kind of newspaper today, giving more complete coverage— in every field— than any other newspaper in northern California.

Advertiser Gets More

watch
WATCH THE WOMEN GO BUY...
the
WATCH THE WOMEN GO BUY...
women
WATCH THE WOMEN GO BUY...
go
WATCH THE WOMEN GO BUY...
BUY

More and more, the men who watch the women go buy in Portland place their advertising dollars in The Oregonian. Food retailers, for instance, know that this year Oregonian families will spend *$48,000,000 more* on groceries than will readers of the second paper... because there are so many MORE Oregonian families. For the most effective buy, place YOUR advertising dollars in the one medium that's big as all Oregon... The Oregonion.

How big is the Oregon grocery market? A half-billion dollars annually. That's double the Boston market, triples Cincinnati!

Largest Circulation Newspaper in the Northwest
242,035 DAILY; 306,014 SUNDAY

The Oregonian
Portland, Oregon

Leads in Retail Grocery Advertising

Sources: Sales Management Survey of Buying Power, May 10, 1958; Publishers' Statement for the 6 months ending March 31, 1959, as filed with A.B.C. subject to audit.

MEMBER OF Represented Nationally by Moloney, Regan & Schmitt, Inc.

Busy Life Confronts Hauptli Despite 'Retirement' as McGraw-Hill Publisher

NEW YORK, May 19—"Change is part and parcel of life. You expect it. We are continually adapting ourselves to new conditions. Retirement from business is just another change, another development."

That, in brief, sums up something of the philosophy of Albert Hauptli, publisher of *American Machinist* and *Product Engineering*, who will retire from McGraw-Hill Publishing Co. May 31 at the mandatory retirement age of 65.

Albert Hauptli

But actually, Al Hauptli will have so many things to do, and so many other interests to take care of after May 31 that the term "retirement" in the usual sense doesn't really apply in his case.

- He has received a number of requests from other publishers asking him to act as a consultant.
- He lives on and operates a 120-acre farm near Princeton, N. J., where he raises Hereford cattle and devotes a considerable amount of personal time and attention to landscape gardening.
- He has interests and wide contacts in the metalworking field.
- And in addition, he has three children, nine grandchildren and one great-grandchild. Incidentally, his son James is Philadelphia manager of *Business Week*.

■ "Frankly," Mr. Hauptli said, "I'm going to stick close to the farm the next two months and think about the future. I'll probably do some consulting work this fall in the publishing and advertising fields. But for the time being I have enough to do down in Princeton."

Mr. Hauptli's career in the publishing business spans exactly 50 years, from 1909 to 1959. Although born in Switzerland, virtually his entire life has been spent here, as he was brought to this country as a child by his parents. His mother, incidentally, is still relatively active and in good health at 92.

He attended Philips Exeter Academy and took special courses at Columbia.

His first job was in the advertising department of *American Magazine* as a copy chaser and assistant to the makeup manager. It was only a summer vacation job, but the experience convinced him that he wanted to be in the publishing business.

■ In 1916 he became eastern advertising salesman for *Power Wagon*, a motor truck publication published in Chicago. The following year he was named business manager. But a disagreement with the owner on circulation policy impelled Mr. Hauptli to resign in early 1920.

Then he launched a one-man direct mail campaign to business paper publishers to sell his services. Within a few days he received a wire from McGraw-Hill Publishing Co., and "after an interview with the chief," James H. McGraw, president, became an advertising salesman for *Electrical World* in Chicago. A few months later, Mr. Hauptli, though located in Chicago, was made eastern sales representative of *Electrical West* (then the *Journal of Electricity*, a Pacific Coast paper which McGraw-Hill had acquired). His territory extended from the Midwest to New York City.

■ In 1923, he rejoined *Electrical World* in Chicago, and was its western district manager for 16 years, during most of which time he also represented *Electrical West* and *Electrical Review & Industrial Engineering* (before the latter publication was consolidated with *Factory Management & Maintenance* in 1931).

In 1939, Mr. Hauptli was appointed associate district manager of McGraw-Hill's western district, where he developed many new industrial accounts. In 1945 he was called to New York to become publisher of *American Machinist* and *Product Engineering*.

Mr. Hauptli will be succeeded as publisher of *American Machinist* by George Reppert, who has been advertising sales manager since 1953. Stanley J. Alling, sales manager of *Product Engineering* since 1951, and associate publisher since 1957, will become publisher of that publication (AA, April 13).

S. J. Alling

George Reppert

"The transition," Mr. Hauptli said, "will not even cause a ripple. Everything has been planned and arranged for some time. Both Mr. Reppert and Mr. Alling know the business and are well qualified to move into their new key positions."

■ Both of his successors have had distinguished careers. Mr. Reppert was graduated from Princeton in 1939, and then joined N. W. Ayer & Son in Philadelphia. In 1941 he enlisted in the field artillery, saw service in New Guinea, the Philippines and Japan, received the Bronze Star with oak leaf cluster, and was discharged with the rank of lieutenant colonel. In 1946 he joined Safway Steel Products, Milwaukee, as a salesman and later transferred to the advertising department.

In '49 he became a junior salesman on *American Machinist*. The next year he became a display advertising salesman and in '53 was appointed advertising sales manager.

Mr. Alling, who holds a B.S. in metallurgy, joined McGraw-Hill in 1939, after several years' experience in engineering and industrial sales work. He served as business manager of "Keystone Coal Buyers Manual"; later as assistant business manager of *Coal Age* and as business manager of the mining catalogs. Subsequently, he became advertising sales representative of *Coal Age* and *Engineering & Mining Journal*. In 1947 he was named general manager of the Catalog Service division; in 1951 he was appointed advertising sales manager of *Product Engineering* and in 1957, associate publisher. #

Michigan State to Hold Retail Management Clinic

An executive program in retail management will be held at the Kellogg Center on the Michigan State University campus at East Lansing, from July 12 to July 17. The program, sponsored by the college of business and public service and the continuing education service, is designed to inform top administrators of the changes taking place in the retailing industry.

The program is intended for executives who have already had considerable experience. All men admitted to the program must be sponsored by their companies. The tuition fee is $200. Enrollment will be limited to 25. Further information may be obtained from Dr. Ole S. Johnson, program director, The Executive Program in Retail Management, 103 Administration Bldg., Michigan State University, East Lansing, Mich.

Shaw to Succeed Cocking

Dr. Archibald B. Shaw, longtime superintendent of schools in Scarsdale, N.Y., has been named to succeed Dr. Walter D. Cocking as editor of American School Publishing Corp.'s magazines. Dr. Shaw will take over as editor of *School Executive—Educational Business* and *American School & University*, New York, in January, 1960. Dr. Cocking, who retires after 16 years of service, will continue as educational consultant to the company.

Baldegay Joins 'Polish News'

Cass Baldegay has been named advertising director of the *Polish Daily News*, Detroit. He returns to the *News* after an absence of some 20 years, during which time he was with the personnel and labor relations departments of General Motors Corp. and most recently an account executive with Detroit radio stations. He fills the vacancy created by the recent death of Louis Swendsen.

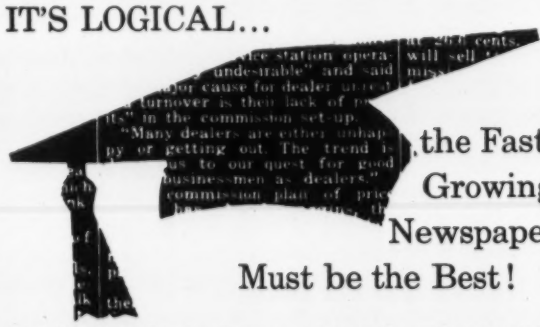
Masuhr Joins Andrews

H. J. Masuhr Jr. has joined Andrews Agency, Milwaukee, as vp and account executive. Formerly, he was a representative for *Construction Methods & Equipment* and prior to that was with Allis-Chalmers Mfg. Co. as industrial advertising manager of the tractor division.

Young Joins 'Charm'

Street & Smith Publications, New York, has appointed Richard (Pete) Young to the Chicago sales staff of *Charm*. He was formerly with *The New Yorker* and *Town & Country*.

IT'S LOGICAL...



...the Fastest Growing Newspapers Must be the Best!

The *Morning* Courier-Express and the *Sunday* Courier-Express are Buffalo's fastest growing newspapers from both a circulation and advertising linage standpoint.

CIRCULATION GROWTH can't fail to mean newspapers that people like to *read* regularly.

LINAGE GROWTH indicates that users are finding that advertising pays better in the Courier-Express.

FOR ECONOMY—for more advertising for your dollar concentrated on those with more dollars to spend — use the *Morning* Courier-Express to reach 45.9% of the families in ABC Buffalo — and more than 1/3 of these in the 8-County Western New York Market.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 482,108 families in Buffalo and the surrounding 8 Counties.

ROP COLOR available both daily and Sunday.

Member: Metro Sunday Comics and Sunday Magazine Networks

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

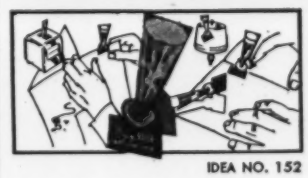
Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

Stickin' around with kleen-stik®

Acres of Kleen-Stik! IDEA NO. 151

(We-e-e-e-ll—actually, only three million sq. in., or about a *half*-acre . . . but that ain't hay, hey?) That's how much **Flex-Stik "B"** was used on this multi-unit job for **Volkswagen Canada, Ltd.**, Scarborough, Ont. Volkswagen's Sales Promotion Department wanted bold signs to "bullseye" the V. W.'s many features, yet easy to remove when the truck was sold. And that's *just* what **Delmar Studios Co., Ltd.**, designed and produced. **Jack Ford**, Delmar's president, chose **Flex-Stik** for its easy, clinging application and *clean* removal. This idea rates a medal—with maple leaf clusters!

The World's Most Versatile Self-Sticking Adhesive



IDEA NO. 152

Tricky, Sticky Menu Clip

Building bigger beer business is a full-time job for **Wisconsin Malting Co.**, Milwaukee. And one steady worker is this ingenious **"Beereminder"** that *pops up* on restaurant menus, napkin holders, lamps, etc.—selling the *beer-with-meals* idea. The clever clip was conceived by W. M. prexy **Stan Williams** . . . aided and abetted by agencyman **Webster Kuswa** of **Kuswa-Greene & Associates** . . . and produced by **Litho-Graphic Corp.**, Milwaukee, under the supervision of veep **Carl Feltes. Kleen-Stik'd** on the back (of course!), it goes on quick an' easy, holds tight . . . and sells *a lot o' suds!*

This is *your* reminder to enjoy the benefits of Kleen-Stik on your next P.O.P. display or label. Your regular printer, lithographer, or silk screener can show you a *truck-load* of ideas . . . or send your name for free Idea-of-the-Month mailings.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

The Des Moines Register & Tribune, in an ad in the April 6th issue of Advertising Age, states:

"Of the top ten markets in the United States, nine are cities . . . but ONE IS A STATE!

"Iowa is number seven for one reason — the unique circulation of the Des Moines Register and Tribune. These are not just city papers — but are statewide . . ."

IT'S TIME TO SET THE RECORD STRAIGHT!

IOWA - ONE BIG MARKET?

NO!

That's stretching coverage — and believability — too far!

Iowa is not — *cannot be* — considered as one big market by any measurement. Iowa is many markets — and no one newspaper provides enough coverage to sell all of these markets.

In northeastern Iowa — the "Quality Quarter" — you get solid, salesworthy coverage only with The Iowa Three newspapers. In this 22-county market, accounting for over 25% of Iowa's total buying power, The Iowa Three group gives you 62% *daily* coverage. Iowa's so-called "state-wide" paper provides a mere 19% *daily* coverage. And use up-to-date household estimates. Old 1950 census figures are about 13% under actual population. When making comparisons, don't be misled by so-called "state-wide" Sunday circulation; most national advertising runs *daily*.

If you're not advertising in The Iowa Three group because you think you're getting full coverage from Des Moines . . . *over 325,000 people aren't seeing your advertising in the "Quality Quarter" alone!* (And you're missing over 1,600,000 people daily in the whole state of Iowa if your only Iowa coverage is from the Des Moines Register & Tribune.)

And if, as they claim, the Des Moines Register & Tribune are "home-town papers for the whole state of Iowa," why does *each* one of The Iowa Three papers carry *more retail display advertising linage than the Des Moines Register or Tribune?* The answer is obvious: retail advertising *must* produce sales, and since all business is local, *only* local advertising reaches enough prospects.

These are the facts about newspaper coverage in Iowa — a *big* market, but *not one* market. When planning your next schedule, be sure you get concentrated coverage where it counts — and sells . . . get *truly* local, hometown acceptance and influence . . . get your *full* share of the rich "Quality Quarter" market . . . advertise in The Iowa Three group.

Here's why it's called the Quality Quarter:

	State Total	22-County Quality Quarter	Percentage of State
Population	2,842,200	740,200	26%
Households	866,270	218,280	25%
Total Retail Sales	$3,598,990,000	$ 964,525,000	27%
Consumer Spendable Income	$4,369,807,000	$1,146,979,000	26%

Compare circulation coverage in the Quality Quarter:

	Total Daily	Percentage of Households Covered
The Iowa Three	136,298	62%
"State-wide" paper	41,253	19%

Sources: Standard Rate & Data Service, Inc. estimates as of July 1, 1958. ABC Annual Audits for 12 months ending March 31, 1958.

Retail Display Advertising Linage, 1958

PAPER	DAILY	SUNDAY	TOTAL
IOWA THREE			
The Cedar Rapids Gazette	8,335,250	2,787,652	11,122,902
Dubuque Telegraph-Herald	5,439,280	2,097,788	7,537,068
Waterloo Daily Courier	7,300,412	2,426,774	9,727,186
"IOWA'S SO-CALLED HOMETOWN PAPERS"			
Des Moines Register	2,951,073	2,207,917	5,158,990
Des Moines Tribune	5,156,098		

Source: Editor & Publisher

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by:
Allen-Klapp Co.
Jann & Kelley, Inc.
Story, Brooks & Finley

TUCSON

BUSINESS IS GOOD IN TUCSON!

Total Linage*

1st Quarter '58	1st Quarter '59	Gain
5,237,946	5,747,546	509,600

*Sunday Star and Weekday Citizen

The Arizona Daily Star Tucson Daily Citizen
MORNING & SUNDAY EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

IF YOU WANT TO COVER ARIZONA THE TUCSON STAR & CITIZEN ARE A MUST!

your next food campaign should appear in Grand Rapids

1 TOP FOOD SALES: Grand Rapids families eat well. They spend 35% more money per capita for groceries than the average family in Michigan and 43% more than the U.S. average.*

2 HIGH INCOME: Per household income for Grand Rapids is $6,310—6.6% higher than the U.S. average income per household. On a metropolitan county basis, Grand Rapids is the 7th leading area in the country in the 300,000 to 400,000 population group.**

3 UNEXCELLED TEST MARKET: According to Sales Management and Selling Research, Inc., Grand Rapids is one of the best test markets—ranking 4th in the nation among cities most frequently used for product testing. Diversity of industry, isolation from other metropolitan centers, and ease of advertising coverage make Grand Rapids an ideal test market for food products.*

4 BUYING HEADQUARTERS: This city is the buying and distribution center for the vast 23-county West Michigan market, an area accounting for annual food sales of almost $280 million. Buying for A&P, Kroger, Spartan Stores and all other major chains is done in Grand Rapids or near vicinity.**

5 COMPLETE NEWSPAPER COVERAGE: A single buy . . . The Evening Press . . . reaches almost 9 out of 10 homes in the Grand Rapids City Zone at one of Michigan's lowest milline rates.***

*Sales Management 11-10-58 **Sales Management "Survey" 5-10-58 ***ABC Reports 3-31-58

The "TOTAL SELLING" medium is your Daily Newspaper!

THE GRAND RAPIDS PRESS
EVENING AND SUNDAY MORNING

National Representatives: SAWYER-FERGUSON-WALKER COMPANY, INC.

Coming Conventions

*Indicates first listing in this column.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

*June 3-6. Trans-American Advertising Agency Network, Edgewater Beach Hotel, Chicago.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-16. New England Newspaper Advertising Executives Assn., summer meeting, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

DMAA Names Williams Western Vice-Chairman

Fred L. Williams, western sales promotion and advertising manager of Pennzoil Co., Los Angeles, has been named to the new post of western vice-chairman of the Direct Mail Advertising Assn.

Fred L. Williams

Creation of a special post to direct DMAA activities in the West was made in recognition of the growth of the mail advertising in the western states, Colin Campbell, DMAA board chairman, said.

Jorgenson Joins Shenton

Richard N. Jorgenson has joined K. C. Shenton Co., Hartford, Conn., as account executive. Formerly, Mr. Jorgenson maintained his own business as a publishers' representative, with offices in Simsbury, Conn.

Mitchell Joins Wesley Aves

Dwight B. Mitchell, formerly with Christiansen Advertising Agency and L. W. Ramsey Co., has joined Wesley Aves & Associates, Chicago, in a creative and marketing capacity.

Liska Joins Hanson & Stevens

Joel J. Liska has joined Hanson & Stevens, Chicago, as copy and account executive. He was formerly advertising manager of the automotive, industrial and electrical divisions of Blackhawk Mfg. Co., Milwaukee.

WIRE & CABLE

Lighting, heating, electrical equipment, etc.

AS ADVERTISED AND SOLD IN

FACTORY

Photograph, from an advertisement in FACTORY, courtesy Anaconda Wire & Cable Company

Factory is a unique sales helper. Unique because *only* FACTORY, among all businesspapers, provides its readers . . . the men who plan, equip, operate and maintain manufacturing plants . . . with *management* help on production and maintenance. These men who really *run* the plants turn to FACTORY as the *prime* source of help on a wide range of management techniques that they must use — such as cost control, work simplification, preventive maintenance, quality control and dozens of others.

This FACTORY audience works in a climate of a continuous striving for lower costs and greater productivity . . . a natural climate for your sales development. Why? Because it is an important responsibility of plant operating management men to seek out and consider equipment that will help them do their jobs. It follows that they are receptive to the benefits of your equipment. Here is an exclusive climate where you can promote ideas and equipment that plant men need . . . *if* you convince them that they have that need.

A McGraw-Hill Publication (ABC, ABP), 330 West 42nd Street, New York 36, N. Y.

BETTER PRODUCTION AND MAINTENANCE THROUGH BETTER MANAGEMENT

today as never before...

to influence business decisions

advertise in the magazine edited for the age of the manager

Today as never before sound planning and operation are vital to the profits of a business.

In an era when growth and diversification put extraordinary pressure on management, DUN'S REVIEW and Modern Industry stimulates its management readers to adopt the new and successful techniques and products which will help them manage their businesses better.

The strictly business climate of DUN'S REVIEW is the reason — month after month — more advertisers are investing more advertising dollars in this magazine of business management.

DUN'S REVIEW
and Modern Industry
The magazine of Presidents
...and men who are going to be!
ABC

Profit 'in the Bag' in Crown Zellerbach Bagsman Promotion

(*Continued from Page 2*)

manager for Crown Zellerbach, "is the art of reducing supermarket bag cost and increasing efficiency at checkstands. It also will enable us to sell more paper bags by showing our customers how to use fewer more effectively."

The two-year development effort included an expense control study which disclosed that supermarket bagging costs average $3 for every $1,000 of sales and "can be reduced by as much as 29% through proper bagging."

Food stores of the U. S., Mr. Parsons points out, use more than 2.5 billion paper bags annually, at a cost of about $150,000,000.

■ Field Research Co., San Francisco research firm, catalogued more than 300,000 individual grocery checkouts by housewives and their husbands to establish bagging costs.

Grocery store checkers and baggers were then trained in "proper bag selection and loading techniques," and it was found that expenses were reduced an average of 12%.

"The trained bagsman," Mr. Parsons declares, "will apply 18 basic rules of proper bagging to protect groceries and assure their safe conduct to the shopper's home and kitchen."

The new Bagsmanship program is being offered complete with training materials, including a new Warner Bros. color cartoon sound film, flip charts, instruction manuals and transparent bag loading demonstration kits.

In addition, Crown Zellerbach provides "professors of Bagsmanship" to instruct store supervisors and training personnel on administration of the program which is the first of several "new services" to be offered nationally to retail food stores by Crown Zellerbach's food stores services.

The San Francisco office of Lennen & Newell, agency for Crown Zellerbach, participated in development of the program from its inception, including the preparation of much of the training material.

"The whole program," Mr. Parsons said, "is part of our total-marketing concept which is based not only on providing our customers with the best products available, but also every possible assistance in increasing their profits." #

FIRST PRIZE—*Pictured here is the Main Street of Ulcer Gulch, Ariz., a ten-acre town which has everything but inhabitants—a need soon to be remedied when it is deeded to and renamed after the winner of The Saturday Evening Post's new contest for ad and sales execs.*

'Post' Offers Town to Contest Winner

(*Continued from Page 3*)

history, saloon, 11-room hotel, general store, post office, owner's residence, and nearby gold mine. Just outside of town is Rich Hill, which in the 1860s was strewn with gold nuggets, and today is reportedly "highly radioactive."

Until just recently when it was dubbed Ulcer Gulch by certain persons from the East, the town was known as Stanton, Ariz.—named after the deputy county recorder who ruled the town with a smoking gun until he was done in by bandits in 1888, according to the historian at Batten, Barton, Durstine & Osborn, agency for the *Post*.

■ Runner-up in the contest will receive an authentic wild west stage coach which used to make the run between Mexico City and Tia Juana. The *Post* suggests the winner convert it into a "truly distinctive station wagon—or start your own tv network."

For the next 100 winners, there'll be 100 real western hats ("they fit 10-gallon heads") for people who "Think Big."

Contestants have from June 1 to July 18 to compose a winning last line for the contest jingle:

Let Ad Page Exposure show you
What face-to-face contacts can do.
Just tell the essentials
To Post-Influentials
— — — — — —. #

Elsa Hart Joins Mid-Continent

Elsa Hart, formerly with Potts-Woodbury, Kansas City, Mo., has been appointed to the new post of advertising director of *Mid-Continent Jeweler*, Kansas City.

PENETRATION & COVERAGE, TOO!

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

SRDS 11-15-58
*ABC Audit 3-31-58

And

59% Family Coverage in 61 Major Towns (Excluding Memphis) in the 2½ billion dollar Memphis Market.

To Sell the South...
You MUST Sell Memphis!

TOTAL PAID CIRCULATION Combined Daily 361,279 / Sunday 258,739 — ABC Pub. Statement 3-31-59

THE COMMERCIAL APPEAL MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Buy Boston the way Boston Stores Do

In almost all retail linage classifications, the Herald-Traveler leads Boston . . . and has led for many years.

What better tip to national media buyers — than to follow the practice of the stores, who know Boston best?

These stores know that the Herald-Traveler is read by the "Upper Two-Thirds"* who produce more business in the places where the most business is done.

National advertisers agree, because the Herald-Traveler leads in national linage, too — has, for 31 years.

Pick the Herald-Traveler first for Boston.

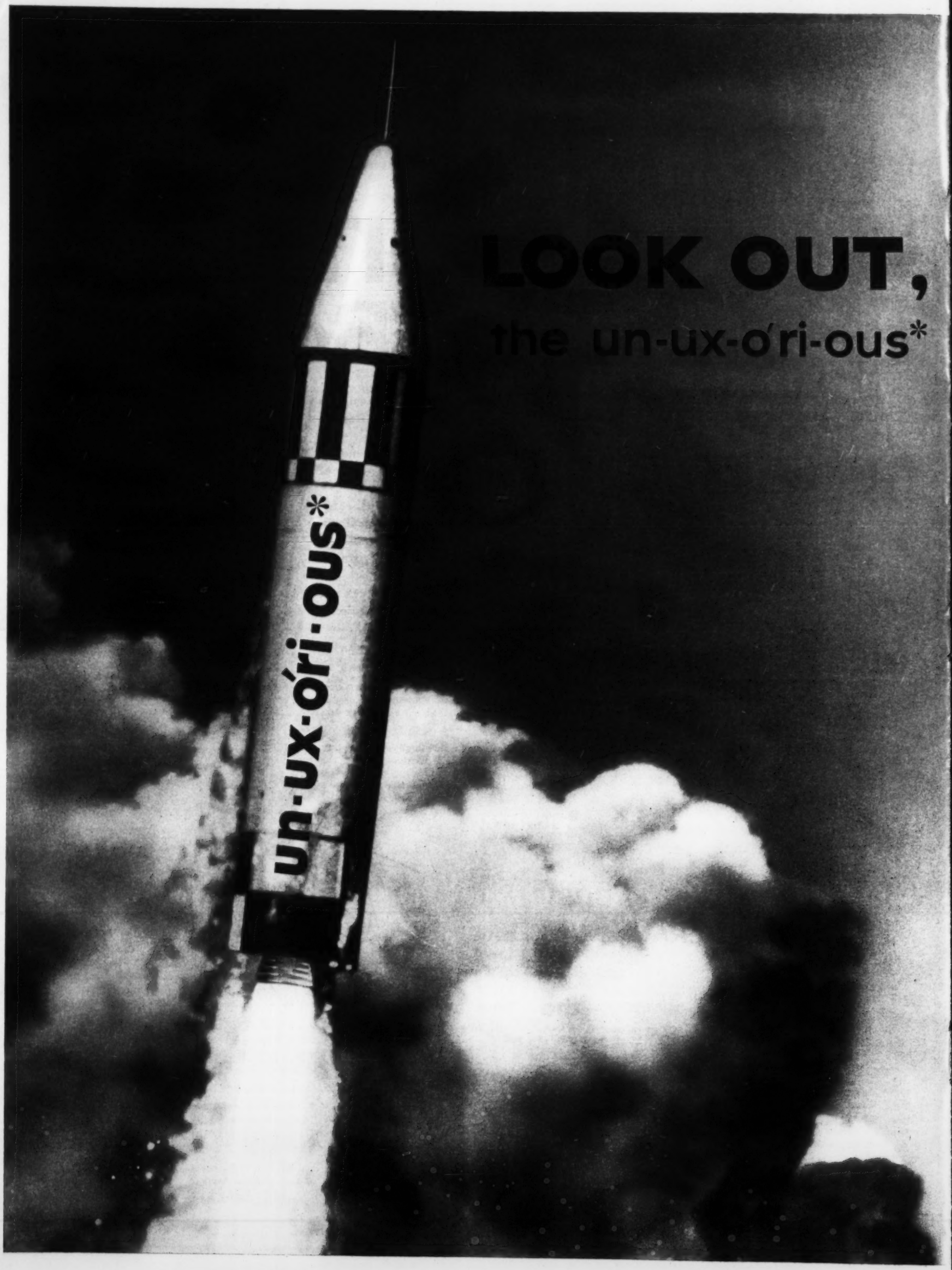
Represented nationally by **GEORGE A. McDEVITT CO.,** New York • Philadelphia • Detroit • Chicago • Los Angeles. *Special travel and resort representative:* **HAL WINTER CO.,** Miami Beach.

*Upper and middle income families — who buy more of everything (LIFE Study) — read the Herald-Traveler more often than any other Boston paper (Boston University Study) and account for 75% of Herald-Traveler circulation, which is the largest among standard-sized papers.

The BOSTON HERALD-TRAVELER Gives you the "Upper Two-Thirds"

In women's clothing store linage, the Boston Herald-Traveler led the second paper, in 1958, by 164% (larger daily plus Sunday).

BOSTON HERALD—BOSTON TRAVELER
Boston's Home-Delivered Newspapers


LOOK OUT,
the un-ux-o'ri-ous*
un-ux-o'ri-ous*

DOCTOR VON BRAUN
is making space history too!

(As reported by Jim Boynton, TRUE's Head Spaceman)

A new high in "space" sales for TRUE, the MAN'S Magazine! June ad lineage zooooms up 44% over June '58! Average volume for the first 6 months blasts off with a whopping 29% increase!

It's TRUE's 3rd "space" record in a single year! Proof that more and more advertisers today realize reaching the un-ux-o'ri-ous* is the most solid "solid fuel" to put behind any advertising campaign to men! 2,300,000 of the most un-ux-o'ri-ous* men you'll ever hope to meet, buy and read TRUE every month. So, if you have a product that's made for men, specified and bought by men, your best bet is a consistent, hard-hitting advertising program in...

TRUE

A FAWCETT PUBLICATION

The World's Largest Selling Man's Magazine

(Dr. Von Braun is still top man in "outer space," but the TRUE record holds for 2,300,000 earthlings!)

* *Un-ux-o'ri-ous...A man not excessively or dotingly . . . submissive to a wife.*

Art Director Must Be Adman First, Says Book by C&W's Baker

NEW YORK, May 20—"The most important asset of the art department head is his ability to see beyond the drawing board—the ability to view the whole concept of advertising not from the narrow art end of it but from the much larger purpose for which it was undertaken in the first place.

"This means," writes Stephen Baker, senior art director and group head at Cunningham & Walsh, "that the executive must know and appreciate research, must be well aware of the importance of merchandising, must have a good understanding of tv advertising."

As the foregoing indicates, Mr. Baker's new book, "Advertising Layout & Art Direction" (McGraw-Hill, New York, $13.50), encompasses far more than a mere detailing of advertising art.

■ The book, one of the McGraw-Hill series in marketing and advertising, is divided into two parts. The first outlines the functions of the art director as a skilled craftsman. The second, and longer, section, discusses the art director as a business executive.

The latter section includes chapters on "The Right Mental Attitude," "How to Work with Copywriters—and Like Them, Too," "Understanding the Client's Viewpoint," "How Research Helps the Art Director" and "Organization of an Art Department."

To aspiring artists, Mr. Baker says: "It is safe to assume that no art director who hopes to get to the top spot will make it if his interest is not in *advertising* as such, with art considered merely a tool to be used for better advertising."

■ Mr. Baker will discuss creativity in advertising art at ADVERTISING AGE's 2nd annual Summer Workshop in Creative Advertising in Chicago Aug. 5-8. #

Webb Elects Schiff President

Bernard J. Schiff has been named president of Webb Associates, New York, succeeding Milton A. Weiss who left to form his own agency, Milton A. Weiss Inc. Mr. Schiff previously doubled as director of advertising and sales promotion at American Character Doll Corp. and tv director at Webb. American Character Doll, which is handled by Webb, has not named a new ad director yet.

Hills Bros. to Sponsor 'Bat Masterson' Show

Hills Bros. Coffee Inc., San Francisco, will be the exclusive sponsor of the "Bat Masterson Show" on western stations of NBC-TV, starting Oct. 1 and continuing for 52 weeks. Sealtest division of National Dairy Products Corp. will sponsor the show in the Midwest and East (AA, May 18). Hills Bros. will continue to sponsor "Walt Disney Presents" on ABC-TV.

Hills Bros. started a special five-week advertising campaign in the Chicago market May 18. Each of the four Chicago dailies will run two large-space ads, and a total of 240 radio spots are scheduled on WGN and WBBM. N.W. Ayer & Son, San Francisco, is the agency.

N.Y. AMA Chapter Elects

John F. Maloney, director of research for U.S. and international editions of *Reader's Digest*, has been elected president of the New York chapter of the American Marketing Assn. Other officers elected were Cy Chaikin, Bennett-Chaikin Inc., vp; Carol A. Cruikshank, Crossley S-D Surveys, secretary; Vernon Hitchcock, *Life*, treasurer; Lorna Opatow, *Good Housekeeping*, assistant secretary, and Sheldon Newman, *Esquire*, assistant treasurer.

Top 100 TV Advertisers—1958

Spot and Network

Source: Bureau of Advertising from N. C. Rorabaugh (spot) and LNA-BAR (network)

	Total TV	Spot TV	Network TV
1. Procter & Gamble	$ 84,471,710	$ 33,833,060	$ 50,638,650
2. Lever Bros.	38,537,230	16,578,860	21,958,370
3. Colgate-Palmolive Co.	33,855,990	10,998,490	22,857,500
4. General Foods	31,753,900	11,020,780	20,733,120
5. American Home Products	27,783,360	7,275,680	20,507,680
6. General Motors	22,115,440	1,522,070	20,593,370
7. Bristol-Myers Co.	18,918,690	2,845,890	16,072,800
8. R. J. Reynolds	18,436,470	2,434,260	16,002,210
9. Gillette Co.	18,076,740	1,944,380	16,132,360
10. Brown & Williamson	17,664,000	9,413,530	8,250,470
11. P. Lorillard	16,508,680	6,717,450	9,791,230
12. Chrysler Corp.	14,732,210	390,740	14,341,470
13. American Tobacco	14,270,330	3,018,150	11,252,180
14. General Mills	13,777,090	2,986,970	10,790,120
15. Ford Motor Co.	13,601,550	1,041,430	12,561,120
16. Sterling Drug	13,565,080	3,645,220	9,919,860
17. Kellogg Co.	12,840,330	2,549,440	10,290,890
18. Liggett & Myers	12,715,810	1,865,830	10,849,980
19. Miles Laboratories	12,681,340	7,895,950	4,785,390
20. Adell Chemical Co.	12,339,090	12,339,090	——
21. Warner-Lambert	11,725,590	8,832,990	2,892,600
22. Standard Brands	10,513,270	4,368,290	6,144,980
23. Pharmaceuticals Inc.	10,376,000	202,440	10,173,550
24. Continental Baking	9,964,170	9,223,910	740,260
25. Philip Morris	9,033,720	4,066,710	4,967,010
26. Corn Products Co.	8,119,030	3,191,790	4,927,240
27. National Dairy	7,672,430	962,920	6,709,510
28. National Biscuit Co.	7,619,780	4,022,960	3,596,820
29. Carter Products	7,542,400	5,202,300	2,340,100
30. Revlon Inc.	7,155,890	847,850	6,309,040
31. S. C. Johnson & Son	7,055,840	1,813,560	5,242,280
32. Radio Corp. of America	6,458,130	——	6,458,130
33. Quaker Oats Co.	6,373,420	1,679,690	4,693,730
34. Eastman Kodak Co.	6,194,880	257,520	5,937,360
35. Pillsbury Co.	5,730,740	525,160	5,205,580
36. General Electric Co.	5,687,210	391,210	5,296,000
37. International Latex	5,678,510	5,678,510	——
38. American Chicle Co.	5,324,670	2,355,040	2,969,630
39. Nestle Co.	5,219,220	1,681,800	3,537,420
40. Westinghouse Electric	4,724,610	85,380	4,639,230
41. Texize Chemicals	4,704,170	4,704,170	——
42. Chesebrough-Pond's	4,689,770	1,591,690	3,098,080
43. Campbell Soup Co.	4,506,260	272,520	4,233,740
44. Jos. E. Schlitz Brewing	4,503,060	1,778,680	2,724,380
45. Armour & Co.	4,271,090	738,350	3,532,740
46. Swift & Co.	4,163,240	1,209,590	2,953,650
47. Robert Hall Clothes	3,993,850	3,993,850	——
48. Scott Paper Co.	3,906,370	488,270	3,418,100
49. Prudential Insurance	3,849,960	22,200	3,826,760
50. Ralston-Purina Co.	3,753,550	377,510	3,376,040
51. Coca-Cola Co. & bott'ers	3,699,270	3,699,270	——
52. Helene Curtis Industries	3,690,720	752,240	2,938,480
53. Borden Co.	3,611,570	1,750,940	1,860,630
54. Bulova Watch Co.	3,523,280	1,855,220	1,667,060
55. Kaiser Industries	3,470,310	83,040	3,387,270
56. E. I. Du Pont	3,406,320	645,290	2,671,030
57. Carnation Co.	3,391,110	729,860	2,661,250
58. Shell Oil Co.	3,272,410	3,272,410	——
59. Food Manufacturers	3,259,850	3,259,850	——
60. Falstaff Brewing Corp.	3,258,800	2,288,920	969,880
61. Pepsi-Cola Co. & bottlers	3,163,040	3,163,040	——
62. Andrew Jergens Co.	3,153,280	3,153,280	——
63. Kimberly-Clark Corp.	3,105,820	139,050	2,966,770
64. U. S. Steel Corp.	3,086,950	——	3,086,950
65. Anheuser-Busch	3,058,690	3,058,690	——
66. Max Factor & Co.	3,004,970	1,309,360	1,695,610
67. J. A. Folger & Co.	2,975,260	2,975,260	——
68. Block Drug Co.	2,890,450	1,533,210	1,357,240
69. Sperry Rand Corp.	2,888,150	85,940	2,802,210
70. Charles Antell Inc.	2,866,820	2,866,820	——
71. Pabst Brewing Co.	2,836,100	2,836,100	——
72. Avon Products	2,770,420	2,770,420	——
73. Armstrong Cork Co.	2,764,450	——	2,764,450
74. Vick Chemical Co.	2,727,510	2,216,890	510,620
75. Alberto-Culver Co.	2,682,710	1,247,830	1,434,880
76. Sylvania Electric	2,680,950	83,940	2,597,010
77. Johnson & Johnson	2,618,690	157,660	2,461,030
78. Beech-Nut Life Savers	2,597,940	121,760	2,476,180
79. Hazel Bishop Inc.	2,589,170	476,580	2,112,590
80. Standard Oil Co. (Indiana)	2,546,620	1,961,290	585,330
81. Schick Inc.	2,515,290	777,550	1,737,740
82. Gulf Oil Corp.	2,465,030	1,916,020	549,010
83. Mennen Co.	2,459,930	79,200	2,380,730
84. Marathon Corp.	2,434,000	2,434,000	——
85. Esso Standard Oil Co.	2,383,490	2,383,490	——
86. Reynolds Metals Co.	2,379,860	21,010	2,358,850
87. Sears, Roebuck & Co.	2,317,960	765,830	1,552,130
88. Atlantis Sales Corp.	2,265,080	942,090	1,322,990
89. Pet Milk Co.	2,233,340	22,250	2,211,090
90. Singer Mfg. Co.	2,225,090	——	2,225,090
91. Drug Research Corp.	2,144,050	2,144,050	——
92. Associated Products Inc.	2,115,630	738,290	1,377,340
93. William Wrigley Jr. Co.	2,071,990	2,071,990	——
94. Theo. Hamm Brewing Co.	2,056,660	1,690,180	366,480
95. Wildroot Co.	2,032,480	523,310	1,509,170
96. H. J. Heinz Co.	2,002,570	1,207,050	795,520
97. Greyhound Corp.	1,993,880	360,060	1,633,820
98. Salada-Shirriff-Horsey	1,991,060	1,991,060	——
99. U. S. Borax & Chemical Co.	1,988,690	1,988,690	——
100. Seven-Up Co. & bottlers	1,970,390	602,110	1,368,280

Best-Selling Movies at A Great New Time!

"THE HEIRESS"

"HOTEL BERLIN"

"WHIPLASH"

"CORN IS GREEN"

"MONSIEUR BEAUCAIRE"

"KING'S ROW"

"THE SISTERS"

"NAUGHTY BUT NICE"

"MARKED WOMAN"

Best Movies of Paramount, M-G-M, Warner Bros., United Artists

Ask your Katz man for further details. He has complete information on remaining availabilities in "Morning Spectacular."

10 A.M.

MONDAY thru FRIDAY

MORNING SPECTACULAR

followed by

NEWS AND WEATHER AT A BRAND NEW TIME

11:45

Chick McCuen's Midday News

Stuart A. Lindman with the weather

ABC-TV 11 WTCN-TV

MINNEAPOLIS - ST. PAUL

Detroit's on the GO!
So's The Detroit NEWS–

475,873 *

HIGHEST WEEKDAY CIRCULATION
IN DETROIT NEWS' HISTORY!

596,884 *

HIGHEST SUNDAY CIRCULATION
IN DETROIT NEWS' HISTORY!

* *For the 6-months period ending March 31, 1959, as filed with ABC subject to audit.*

The Detroit News today gives advertisers greater-than-ever coverage in a bigger-than-ever Detroit. Now's the time to step-up your advertising in The Detroit News to pep-up your sales in the Detroit market . . . where auto production is surpassing all forecasts . . . where retail sales are breaking all records . . . and where private interests and utilities are investing millions in new buildings and expansions.

The Detroit News

New York Office . . . Suite 1237, 60 E. 42nd St.
Chicago Office . . . 435 N. Michigan Ave., Tribune Tower
Pacific Office . . . . 785 Market St., San Francisco
Miami Beach . . . . The Leonard Co., 311 Lincoln Road

PHOTO REVIEW

HONORED—*Charles G. Mortimer (left), president of General Foods Corp., accepts the Parlin Award after delivering the 15th annual Parlin Memorial Lecture, sponsored by the Philadelphia chapter of the American Marketing Assn. (AA, May 18). Charles C. Parlin, son of the man for whom the award was named, makes the presentation.*

Maguire Scheidker
Kraft Shun Guild Hoefer
Del Mar Davis Mogge Clinton Temple

PLANS—*The board of governors of the western region of the Four A's met in Santa Barbara to plan the 22nd annual Four A's western region convention Oct. 18-21. Some of those present were Joseph Maguire, Botsford, Constantine & Gardner, Seattle; Richard L. Scheidker, senior vp, Four A's, New York; Donald B. Kraft and John W. Davis, Honig-Cooper, Harrington & Miner, Seattle; Ivan N. Shun, Advertising Counselors of Arizona, Phoenix; Walter Guild, Guild, Bascom & Bonfigli, San Francisco; John H. Hoefer, Hoefer, Dieterich & Brown, San Francisco, western region vice-chairman; John L. Del Mar, Four A's western region staff executive, San Francisco; Norton W. Mogge, Atherton Mogge Privett, Los Angeles, western chairman; George E. Clinton, Gerber Advertising Agency, Portland, and Robert Temple, Fletcher Richards, Calkins & Holden, Hollywood, region secretary-treasurer.*

SAY IT VISUALLY—*At a meeting of Chicago Copywriters Club, Advertising Age art columnist Paul Pinson makes a point with an illustration from his book, "How to Communicate Your Ideas Visually," to be published in July by AA. From left: Club president Al Platt, Needham, Louis & Brorby; Mr. Pinson; Jack Baxter, Creative House; Frank Newton, Henri, Hurst & McDonald; Ernest W. Eversz, Foote, Cone & Belding; Lee Phillip, television personality; Bowman Kreer, Clinton E. Frank Inc.; Harry Kinzie, Tatham Laird Inc., and Don Tennant, Leo Burnett Co.*

KING-SIZE—*It took twin billboards to accommodate this Esskay frankfurter ad, created by VanSant, Dugdale & Co., Baltimore, for Wm. Schluderberg-T. J. Kurdle Co. The board appears during the spring and summer in Maryland, Pennsylvania, Delaware, Virginia and the District of Columbia.*

PALAVER—*Jacques Aubertin (left), publicity manager of the French editions of Reader's Digest, listens to Henri Henault, head of Synergie, Paris agency, at the IAA Vienna meeting (story on Page 2).*

Ruperti Thompson Sutton Gramm Van de Merghel Patterson

VIENNA TWOSOMES—*At the Vienna meeting of the International Advertising Assn. the cameraman caught these pairs of admen in conversation: Dr. Ivan Ruperti, former Shell manager in Switzerland, now head of his own Zurich agency, listening to Ray Thompson, president of CPV Italiana, Milan, a Shell agency in Italy; Tom Sutton, manager of J. Walter Thompson Co.'s Frankfurt office, with Karl Heinz Gramm, president of Werbe-Gramm, Dusseldorf; and Jere Patterson, New York international marketing consultant, listening to Leon Van de Merghel, head of S. A. Planning Publicitaire, Belgian agency, president of the Belgian Federation of Advertising.*

New Name for Wellman

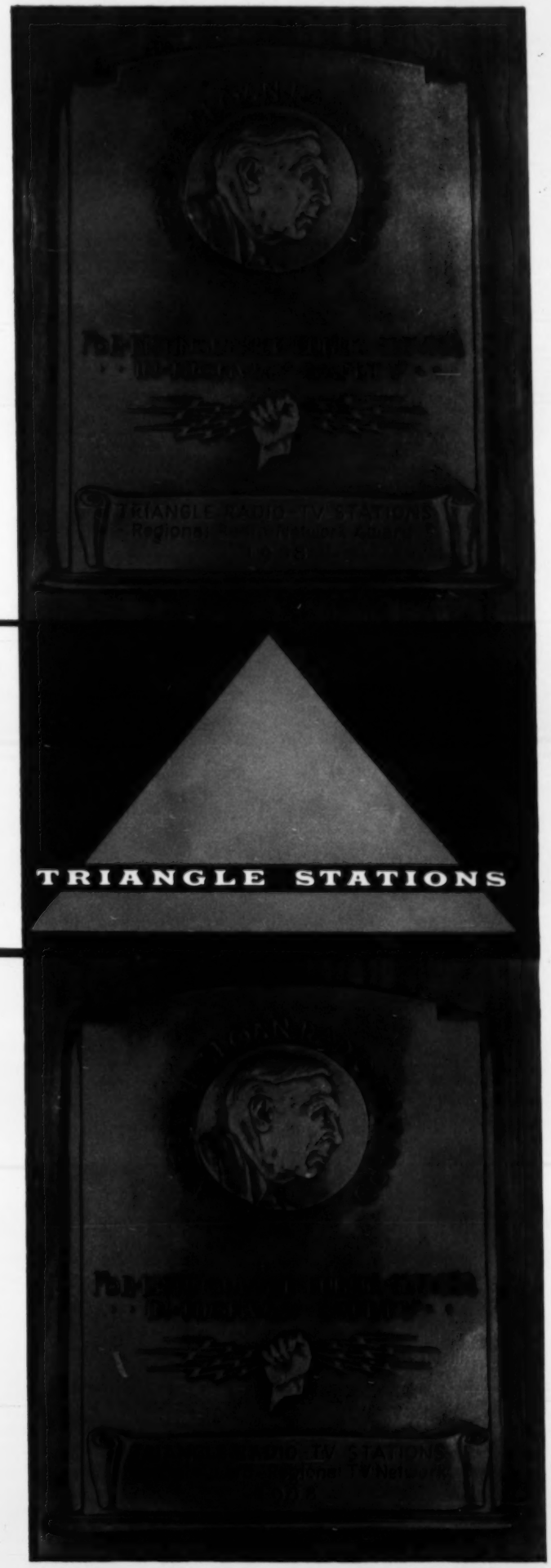
Wellman-Buschman Co., Cleveland, has changed its name to Wellman Co. Mr. Buschman's stock was purchased by R. C. Wellman, agency president. Among the new clients added by the agency recently were Park Drop Forge Co.; Oglebay Norton Co.; Schuemann-Jones Co., medical and hospital supply company, and Precision Metalsmiths Inc.

Mr. Clean Market Expanded

Ten more markets have been added to the market area of Mr. Clean, liquid cleaner made by Procter & Gamble. These are Baltimore, Chicago, Cleveland, Detroit, Grand Rapids, Harrisburg, Milwaukee, Philadelphia, Richmond and southern Illinois. The product is now available in most large metropolitan areas in the country.

Brahms-Gerber Adds Lincoln

Lincoln Mfg. Co., Baltimore maker of ladders, has appointed Brahms-Gerber Advertising to handle its account. The company has no previous agency of record.



FIRST TIME IN SLOAN AWARD HISTORY

The Triangle Stations' "Hitch Horse Sense to Horsepower" traffic safety campaign has just been honored with two Sloan Awards in one year—the first time that any broadcaster has been so honored.

Added to previous Awards in 1949 and 1957, Triangle has won more Sloan Awards than any other broadcaster in America.

We are grateful for this recognition of our stations' continuing efforts to be good citizens in the communities we call home.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

WTRF-TV STORY BOARD

The divorce case had come up before the judge and he was trying to dig to the root of the trouble. "Why do you want a divorce?" he asked the wife.

"My husband is a no-good loafer," said the wife. "All he thinks about is gambling and horse racing. Why he doesn't even remember the date of our marriage."

The husband jumped to his feet indignantly.

"That's a lie," he screamed. "We were married the day Twenty Grand won the Kentucky Derby!"

● Advertising is no gamble on WTRF-TV, because WTRF-TV is the looked-at station in a 39-county area where 2 million people have a spendable income of $2½ billion annually. Ask the nice people at the George P. Hollingbery Company to tell you more about this rich market in the heart of industrial America.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

NAFC Slates Egg Push

The National Assn. of Food Chains will put its merchandising machinery to work this summer to promote the sale of eggs through its 12,000 member stores. The promotion, to hit peaks in the June 4-June 13 and July 9-July 18 periods, will use themes like Eggs for Breakfast, Eggs for Thrifty Summer Salads, Eggs for Picnics and Summertime is Egg Time. Overall theme of the promotion is Eggs for Health & Economy.

Dally Agency Gains One

Roberts Mfg. Co. and Cobell Industries Inc., Fort Worth, associated manufacturers of Rangaire central air conditioning systems, kitchen range hoods and home radio-intercom units, have appointed Dally Advertising, Fort Worth, to handle their advertising. The account reportedly bills about $100,000. Read, Petty & Poland, Fort Worth, formerly handled the Roberts account.

All even at the gun, but—

in the advertisers' marathon for a larger share of the consumer's dollar, consistent winners know that it takes more than an even getaway to finish out in front. Sales leadership for even the finest products, demands sustained high character in advertising and promotional effort • A large number of known leaders will tell you that a major factor in their promotional success is the constant use of superior photoengraved reproductions of their copy—master-crafted by ROGERS.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

FIRST—*This ad marks the first in a comprehensive ad campaign launched by the Brown-Lipe-Chapin division of General Motors to announce its entry in the field of non-automotive applications of its dies, stampings and plating. D. P. Brother & Co. is the agency.*

Botsford, Constantine Names Peter Day Copy Supervisor

Peter L. Day has been named copy supervisor of Botsford, Constantine & Gardner, San Francisco. He formerly was with Kenyon & Eckhardt, and before that was a copywriter with Batten, Barton, Durstine & Osborn.

Peter L. Day

Mr. Day will supervise copy activities on several travel and food accounts at BC&G.

Hougland Joins Lippincott

Thomas E. Hougland, former editor of the *Mediterranean Courier*, an English language newspaper in North Africa, has been appointed advertising manager of J. B. Lippincott Co., Philadelphia publisher. He replaces Frances Vollmer, who has been named to the new position of sales promotion manager.

Douglas Productions Moves

Douglas Productions has moved to new quarters at 10 W. Kinzie St., Chicago. The motion picture company leased the entire building, remodeled and modernized the interior with all photographic and laboratory facilities complete under one roof.

You Ought to Know . Howard Wilcox

Howard Wilcox

Although professional automobile racing has always played a prominent role in the life of Howard S. (Howdy) Wilcox, the new president of National Newspaper Promotion Assn., it was an amateur bicycle race that got him started in the business of glorifying newspapers.

Born in Indianapolis—the home of the annual Decoration Day 500-mile grind for racing cars—he was the son of Howdy Wilcox, the famous race driver who won the Indianapolis Derby in 1919. Young Howdy was only two and one-half years old when his father was killed during a race.

■ During his high school days, Mr. Wilcox worked as a correspondent for the *Indianapolis Star*. After high school, he entered Indiana University and worked his way through school, majoring in journalism.

He completed college in 1942, just in time to enlist in the U. S. Army. He served overseas in Europe in the 63rd division as a rifle company commander and managed to win a Silver Star, Bronze Star, British Military Cross and Purple Heart before his discharge as a major in 1946.

His first civilian job was working as a copywriter, and later as an account executive, for Spencer-Curtis, an Indianapolis agency. After 18 months, he joined Caldwell-Larkin, also in Indianapolis, as an account executive.

■ Indiana University lured him away from the agency field when it offered him the post of executive director of the Indiana University Foundation—a position he held from 1949 to 1952.

It was in this post that Mr. Wilcox dreamed up and developed the "Little 500," a bicycle race patterned after the 500-mile auto event. Participants were Indiana University men, and all proceeds went to students at the university who did not have sufficient funds to pay for their schooling.

"This event has raised more than $100,000 in nine years for a very worthy cause," Mr. Wilcox said. "I'm prouder of this achievement than any thing I have ever done."

Eugene Pulliam, publisher of the *Indianapolis Star* and *News*, also was impressed with the creator of the "Little 500" race. When he hired Mr. Wilcox in 1952 as promotion director of the two dailies, he did not know that Mr. Wilcox had once been an employe of the *Star*.

■ In 1956, Mr. Wilcox was promoted to the job of public relations director of all Pulliam newspapers. A year later, he added the title of director of personnel for the *Star* and *News*—he holds both these positions today.

Mr. Wilcox currently is a member of the board of directors of the U. S. Auto Club, which governs auto racing in the U. S. He also is president of 500 Festival Associates, a non-profit organization which stages the three-day civic festival which precedes the Memorial Day race.

"Although I am very interested in auto racing, I have never had any desire to drive," confides Mr. Wilcox.

■ The youthful (39) Mr. Wilcox lives in Indianapolis with his wife, Betty, and four sons, who range in age from three to 15.

He rates gin rummy and golf his favorite pastimes, although he deplores the fact that he has so little time to play golf. In addition to his activity in NNPA, Mr. Wilcox is a member of Sigma Delta Chi, an assistant division commander in the National Guard and a member of many civic clubs. He also is noted in newspaper circles for his poker acumen.

■ Mr. Wilcox, who is seldom seen not smoking fat cigars, describes the "human element" as the major problem facing newspapers today.

"Newspapers must work hard to recruit good people into the newspaper field," he said. "We should make our field as attractive as possible, and we should make all newspaper employes feel they are part of a team.

"The sooner we get everyone working together as a team, the harder our people will work, and the better off everyone will be," he said. #

SELLING IN NORTH CAROLINA CALLS FOR THE

WINSTON-SALEM JOURNAL AND SENTINEL

(MORNING) (SUNDAY) (EVENING)

HOW TO TEST A FOOD PRODUCT AND GET THE ANSWERS

1—Test your plans in the pages of the Winston-Salem Journal and Sentinel. You'll be reaching a compact 11-county market with $113,792,000 in retail food sales.

2—Keep tabs on your progress through the Journal and Sentinel research department's continuous monthly inventory reporting the sales and distribution of more than 450 food brands and sizes in the Winston-Salem Metropolitan Area. Available free to advertisers and agencies. Write today for your copy.

CIRCULATION NOW 105,147 (Sunday 75,963) Statement ending March 31, 1959

IN FACT, you can't cover North Carolina without the Journal and Sentinel

REP. KELLY-SMITH COMPANY

FC&B Names Cunningham Director in Frankfurt

Don Cunningham, account executive in the Chicago office of Foote, Cone & Belding, has been named managing director of FC&B's new office in Frankfurt, Germany. Mr. Cunningham will leave shortly to set up the office, which will initially have a staff of about 16.

Don Cunningham

The Frankfurt office, the agency's fourth office outside the U. S., will be operated as a German subsidiary of FC&B. Other foreign offices are in London, Mexico City and Toronto.

Food packager discovers media "ingredient" that

doubles (and redoubles!) recall

of print and TV advertising

THERE'S a certain food processor who knows all about packaged mixes—*and* how to sell them. He can blend media for a campaign "recipe" that's just right. And he's discovered an advertising "ingredient" that makes his media selections even sweeter.

The ingredient: reflectorized highway displays along the roads consumers must travel on their way to buy.

This advertiser proved his point by researching a market before and after signs were used. Here's what he found:

- Awareness of newspaper advertising increased 750%.
- Awareness of TV advertising increased 500%.
- Awareness of magazine advertising increased 460%.
- Awareness of radio advertising increased 180%.

Reflectorized highway displays by National Advertising Company can do as good a job for you. Look at it from every angle—coverage, cost and effectiveness. See why highway signs deserve a spot on your media list.

A NATION ON WHEELS

The highway display delivers your message at a key time —when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of above-average-income suburbia has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized displays and services for advertisers.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

John Blair Augments Research Staffs Under VP Dorrell

The John Blair radio and tv station representative companies are augmenting their research staffs under the direction of W. Ward Dorrell, vp in New York. The radio rep, John Blair & Co., has named Robert E. Galen, formerly director of research and sales development of Daren F. McGavren Co., as its research director, with Frances Sweat, formerly of N. C. Rorabaugh Co., assisting him. Charles C. Allen, formerly a tv account executive with Batten, Barton, Durstine & Osborn, has been put in charge of research and merchandising for Blair-TV and Blair Television Associates.

Versatile
Lacey-Luci
for ART • PRINTING • PHOTO • LITHO • SILK SCREEN • ENGINEERING
Send for Catalog P
LACEY-LUCI PRODUCTS CO.
31 Central Ave. • Newark 7, N. J.
DEALERS: Choice Territories Open
$485 and up

American Oil Sets Drive

American Oil Co. has launched an extensive newspaper advertising campaign in 300 dailies in eastern and southern states. In most major markets, half the ads will be in color. Theme is "Switch to Amoco." The company is also sponsoring "U. S. Border Patrol," a half-hour syndicated television film program, in 60 markets. Joseph Katz Co., New York, is the agency.

Men's Wear Ads Too Gimmicky, Gingrich Says

Some Advertisers Seem to Be Ashamed of Their Merchandise, Group Told

NEW YORK, May 19—The publisher of a men's magazine last week decried men's wear advertising which is built on gimmicks instead of fashion.

Arnold Gingrich, publisher of *Esquire*, told the luncheon session at the magazine's second International Fashion Forum:

"Some men's wear advertising gives the impression that the manufacturer is ashamed of the business he's in. It seems to go out of its way to hide the merchandise. Without careful study, a casual reader might think it's promoting a piece of furniture . . . a new cocktail . . . sporting goods equipment, *anything*, but not men's wear."

Mr. Gingrich said that "lately a whole wave of ads for sports shirts and slacks have appeared showing golf pros all blasting out of sand traps. Cover the logos and it is impossible to tell one brand from another or, even worse, to know what is being advertised."

■ Timid manufacturers are afraid that ads built around merchandise won't attract attention so they give top billing to gimmicks, he said, in the hope it will stop the reader and "maybe draw him to the small type which talks about the merchandise.

"It's not sound strategy. It overlooks the basic fact that you run ads not to stop the largest number of readers, but to influence the largest number of prospects.

"Gimmick advertising can be so far off base," he continued, "that ADVERTISING AGE recently made the following comment on a men's wear ad.

" 'This is not an ad for binoculars. It only looks like it. It is an ad for men's clothing, but the manufacturer thought that men with $250 to pay for a suit are more interested in a pair of binoculars than in good clothes'."

■ One men's wear ad brought inquiries about the hi-fi set which dominated the illustration, he said; another, inquiries about the liqueur decanter in which the merchandise was reflected.

People who admire the Hathaway man with eye patch advertising "are inclined to overlook the real genius of David Oglivy," Mr. Gingrich continued. "Mr. Ogilvy never became so enamored of the attention-getting device of the eye patch that he forgot to show the merchandise dominantly, in magnificent color and its most superb detail."

He said that testimonial advertising is effective, providing the testimonial is logical, there are not too many of them and personalities in the individual ads do not overshadow the merchandise that is being sold.

■ "If your line is well designed, your advertising story comes right off the rack," Mr. Gingrich told his audience of some 200 apparel manufacturers and designers, who paid $100 apiece to attend the all-day session. "Your advertising features the new styling and points it up in copy and illustration.

"Good advertising doesn't start with a bright copywriter or a clever art director. It grows right out of the merchandise itself. And no one is more grateful for that than your advertising agency."

■ Some manufacturers resort to gimmickry, he observed, because "they plead that they have to be off-beat to get any attention in the magazine. What they really are saying is that their ads may not belong in that magazine at all.

"If there's fashion in your advertising, you've got it made. If not, all the clever, gimmick advertising may attract attention but not customers," he concluded.

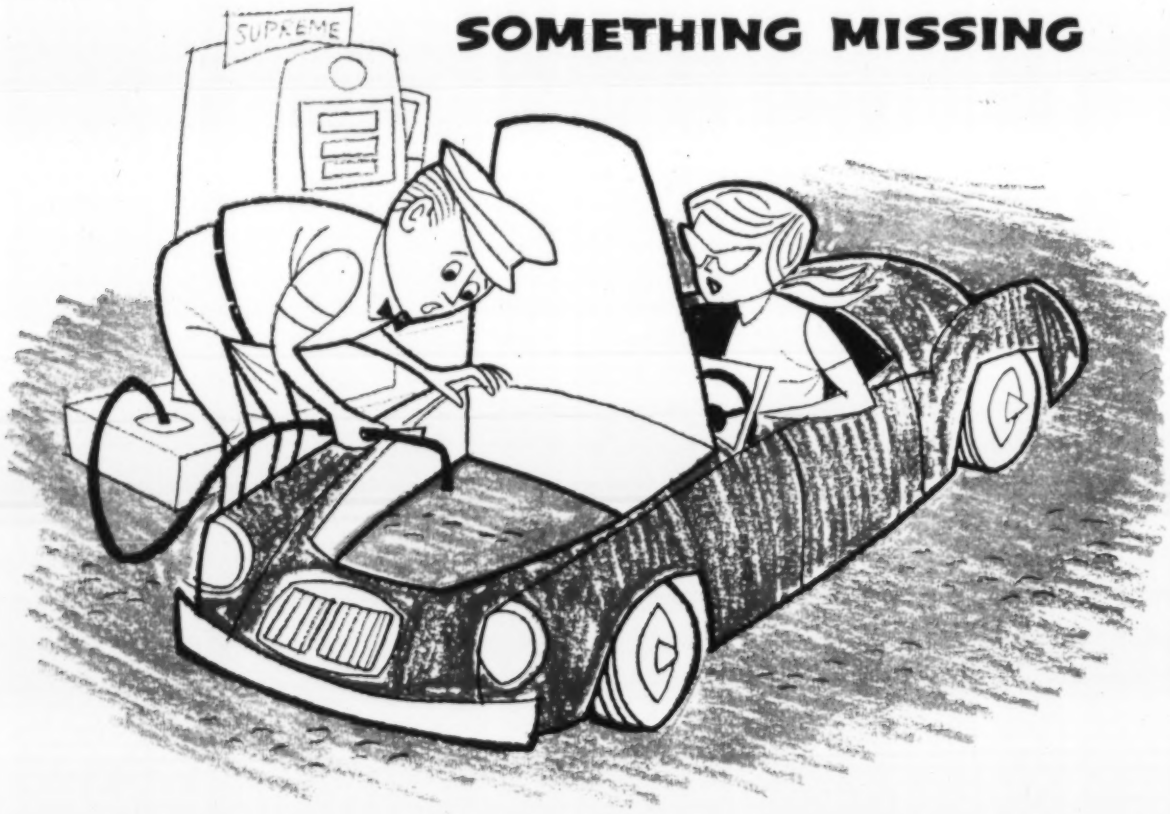
The major part of the day's program was devoted to fashion presentations gathered from ten countries, numbering close to 500 different items of men's apparel. Oscar Schoeffler, *Esquire* vp and fashion director, was in charge. #

Meredith Buys National Plan

Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*, has purchased National Plan Service, Chicago, producer of specialized home, farm building and home improvement promotional services for retail lumber and building material dealers. Roy V. Winters, president of National Plan Service, will continue as chief executive officer.

Sayward Heads Florida Adclub

Gilbert Sayward, head of Gil Sayward Associates, has been elected president of the Advertising Club of Fort Lauderdale. Other officers elected are Bill Lennan, vp of the First National Bank, vp; Peter Larkin, head of the Larkin Agency, treasurer, and Bill Doyle, owner of Gold Coast Publications, secretary.



SOMETHING MISSING

...LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

✓ Actually, total effective buying power of more than $2.9 billion

✓ Nearly 45% more buying power than opulent Westchester County

✓ Not covered by San Francisco and Los Angeles newspapers

Sales are where the money is — if you tell people what you have to sell in an effective way. Add thrust to your selling message by getting into the homes of Inland California with the Bees.

Data Source: Sales Management's 1958 Survey of Buying Power

McCLATCHY NEWSPAPERS
NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

...the most!

Food Field Reporter

May 25th SMI convention issue

the most advertisers in our history

the most media and packaging advertising in our history

the most total advertising in our history

the most editorial pages in our history

the most circulation in our history

...and from this issue on

the most wide-open opportunity in *your* history to sell the food people who mean business to you. *Keep your eye on FFR and see why!*

"Maurice" of the Waldorf Astoria, New York photographed in the famed Peacock Alley.

Food Field Reporter

The marketing newspaper of the food and grocery industry

LOST OR MISSING:

40% OF THE MEMPHIS MARKET!

by
Bert Ferguson
Exec. Vice-President,
WDIA

Memphis is a *big* market! Yes, it's *America's 10th largest wholesale market!* And, it's true: In the Memphis market you're actually missing 40% of the people unless you use WDIA! And—this is a fact we can prove—only WDIA sells the Memphis Negro buyer!

As America's only 50,000 watt Negro radio station . . . only 50,000 watt station in the Memphis area . . . WDIA has chalked up an outstanding success story. Through a unique combination of exclusive Negro programming, powerful personal appeal and hard-hitting salesmanship our all-Negro entertainment staff commands the Memphis Negro's loyal listenership. What's more, by an active program of public service and civic leadership, WDIA has become an integral part of its listeners' daily lives!

RESULT: WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

IT'S A BIG BUYING MARKET!

Here's why WDIA's fabulous success means high volume sales and profits for you: Within WDIA's listening pattern are one-and-a-quarter-million Negroes! The biggest market of its kind in the entire country! They have totaled earnings of $616,294,100 per year. And they spend, on the average, 80% of this big income on consumer goods!

Last year, for instance, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 43.2% of the face powder and polishes . . . 38.6% of the bread!

SALES RESPONSIVE!

And, before the Memphis Negro buys, he listens—to WDIA! Negro magazine and newspaper readership is low. Television ownership is low, too! And, you cannot reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA!

Further proof that the Negro listens *and* buys: WDIA consistently carries more local and national advertisers than any other station in Memphis. In the past 10 years, these advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers! This year-in, year-out list includes . . . B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

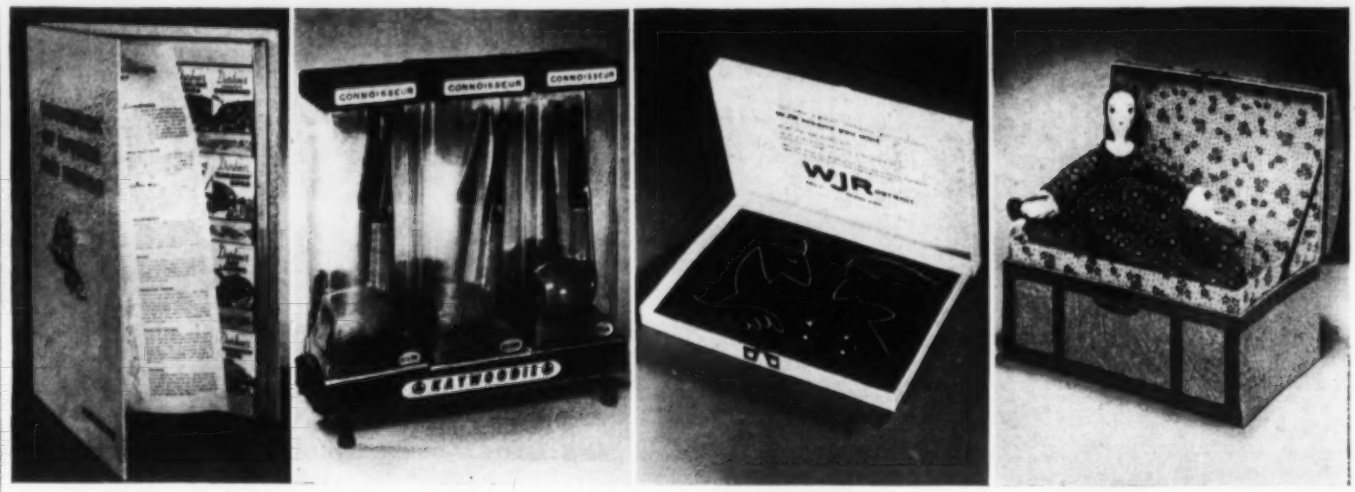
It all adds up to this: IN MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO MARKET! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're missing 40% of this big buying market!

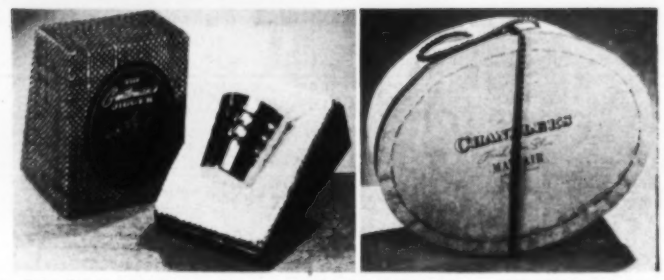
Why not write us today for facts and figures in your own field. We'd like to show you how WDIA can be a powerful advertising force for you!

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager





FIRST AWARDS—*Here are six of the winners of First awards in the 1959 Set-Up Paper Box Competition sponsored by the National Paper Box Manufacturers Assn., Philadelphia. The cookbook of spices won the award in promotional boxes. It was manufactured for Glidden Co. by Great Lakes Box Co., Cleveland. The Kaywoodie pipes package won the award in transparent boxes. It was made by Fuller Box Co., North Attleboro, Mass., for Kaywoodie. Stecker Paper Box Co., Detroit, designed the WJR promotion piece box for Campbell-Ewald Co. It won the award in mailing boxes. Winner in toy and game boxes was the doll and chest, made by Friend Box Co., Danvers, Mass., for Polly Sharrock. The gentleman's jigger won for jewelry and silverware boxes. Made by Earlville Paper Box Co., Earlville, N. Y., for Oneida Ltd. The oval shoe box for Edison Bros. won the award in footwear boxes. It was made by Frank Meyer Co., Brooklyn.*

Munsingwear Shows Mathews, Ford in Father's Day Ad

MINNEAPOLIS, May 19—A bottom-half b&w spread in the June 15 issue of *Life* will open the 1959 Father's Day promotion by the men's and boys' division of Munsingwear Inc.

The ad will feature two ball players—Ed Mathews, of the Milwaukee Braves, and Whitey Ford, of the New York Yankees. The company's line of underwear and sportswear is shown.

Dealer aids include packaged window displays coordinated with the *Life* ad, counter cards and newspaper mats.

The ad also mentions the Munsingwear jingle contest; winners will receive trips to the World Series.

Powell, Schoenbrod & Hall, Chicago, is the agency. #

Grant, Schwenck Gains One

Armstrong System, Mobile, Ala., marketer of a collection method for overdue accounts, has appointed Grant, Schwenck & Baker, Chicago, to handle its advertising. Shaffer-Brennan-Margulis, St. Louis, formerly handled the account.

Ecclesine Leaves D&C

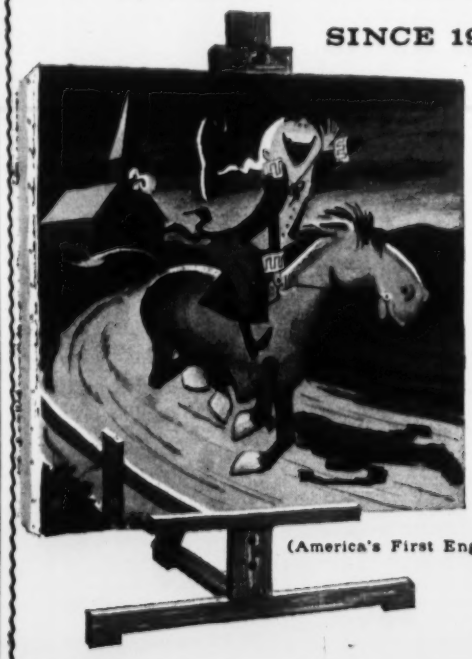
Joseph Ecclesine, an account executive on *McCall's* at Donahue & Coe, New York, has resigned from the agency, effective in June. *McCall's* recently split its account between D&C and Grey Advertising Agency.

Hava Java Names Williams

Hava Java Distributing Corp., Chicago distributor of Hava Java coffee vending machines, has appointed William R. Williams Inc., Chicago, to handle its advertising. Ad plans include trade paper advertising and direct mail.

SPREADING THE NEWS

SINCE 1922



by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

FTC Okays Consent Pact on Hammell Contest Promotions

WASHINGTON, May 19—The Federal Trade Commission has accepted a consent settlement disposing of charges which it had levied against radio and tv promotional plans handled by four organizations controlled by Arthur Hammell, of New York City.

In the agreement, which is for settlement purposes only and does not constitute an admission that there has been a violation of law, Mr. Hammell and his companies are required to avoid any of the practices which FTC has challenged.

According to the complaint, which FTC issued Nov. 18, the terms of the contests were misrepresented in the sales messages which were used in soliciting cooperation of merchants and stations.

The complaints were an outgrowth of sales promotion for contests called "Millionaire's Weekend Trip to Las Vegas," "Juvenile Delinquency Essay Contest" and "Safety on the Highways Essay Contest." Named in the complaint were Advertisers Associates of America, Teleradio Advertisers, United Publicity and Mr. Hammell, who is an official of each. All the companies are located at 350 Fifth Ave., New York.

■ In its complaint FTC said many false promises were made to merchants, including assurance that only one business of its kind in the area would be permitted to sponsor the plan.

The commission also charged that the promoters sometimes retained the entire payment received from the participating merchant, instead of remitting one-half to one-third to the radio-tv stations, as the contest agreements provided. #

Hertz Buys Danish Company; Plans Large Buys in '59

Hertz Corp., Chicago, car rental company, has acquired Tiljeauto S.A., Copenhagen, the largest car rental company in Scandinavia, which will be operated by the Hertz subsidiary, Hertz American Express International.

The company also said it will spend $103,000,000 in 1959 for new cars and trucks. The purchase involves 35,750 vehicles.

Amstel Names Haimann

Walter M. Haimann, former marketing manager of the *New York Post* and before that national brand manager of Carstairs whisky, a Seagram brand, has been named national marketing manager of Amstel Holland beer, distributed by Amstel American Corp., New York.

Holmes Opens Agency

Jack R. Holmes, former West Coast manager of MacManus, John & Adams, has opened his own agency at 4103 Piccadilly Lane, San Mateo, Cal.

The most powerful lawnmowers

are those owned by the 400,000 suburban and small town families who read Flower Grower, The Home Garden Magazine. For these lawnmowers' owners help sell other lawnmowers. The following brands of lawnmowers are advertised at the center of the home garden market:
Ariens, Bantam, Cooper, Moto-Mower, Goodall, Bolens, Jacobsen, Jari, "Snappin" Turtle, Ride-a-Mower, Lawn-Boy, Porter-Cable, Springfield, Sensation, Dixie, Sunbeam.
If you would like a copy of a new survey report on lawns and homeowners, write:

Flower Grower,
The Home Garden Magazine

2049-L Grand Central Terminal
New York 17, New York

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

New York is a youngster marveling at a new car. New York is his dad driving him home in it. New York is 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

NET INCOME?

$1.2 billion in Georgia's money belt

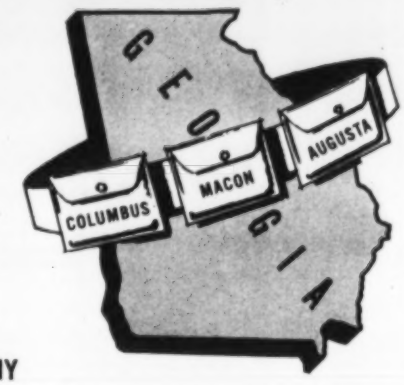
America's first gold rush was in Georgia in 1828. Advertisers, today, are staging another . . . in the Augusta-Columbus-Macon market. "Gold" is $1.2 billion net income. Stake your claim with the Georgia Group. Combination rate: up to 10% savings.

For **penetration** in the Peach State, it's Atlanta **plus**

THE georgia group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by THE BRANHAM COMPANY



Phillips & Cherbo Appoints VP

Marshall Edinger has been appointed vp and media director of Phillips & Cherbo, Chicago agency. Mr. Edinger formerly was media director of Grant, Schwenck & Baker, Chicago, for six years.

Randall Joins Grady Agency

Ward Randall has joined Robert B. Grady Co., New York, as an account executive. He formerly was an account executive with Fuller & Smith & Ross, New York.

Peterson Joins O'Grady

E. B. Peterson, formerly with J. Roland Kay Inc., Chicago, has joined O'Grady-Andersen-Gray, Chicago agency, as director of international marketing.

O'Toole Joins Ryan-Coleman

Mrs. Ruth O'Toole, former Campbell-Mithun research project director, has joined Ryan-Coleman Advertising, St. Paul, Minn., as research supervisor.

The Fleet's In! The SALMON are Running! Head for WESTPORT!

Ocean Fishing in WASHINGTON STATE

• FISH THE WORLD'S TOP SPORT SALMON BANKS... at WESTPORT
COSTS LESS THAN YOU THINK!
LIKE TO HOOK THESE BIG ONES?
TWIN HARBORS BEACHES, Westport Chamber of Commerce, Westport, Washington

JUMPIN' SALMON—*The Westport, Wash., Chamber of Commerce is running five ads to lure tourists in the Cleveland Plain Dealer, followed with a series in St. Louis (newspaper not designated yet). How. J. Ryan & Son, Seattle, is the agency.*

Research Vital to Newspaper Ad Sales, BBDOers Tell Reps

NEW YORK, May 19—The importance of research in selling newspapers as an ad medium was drummed into a group of newspaper reps last week by two agency spokesmen.

Robert Lindsey, research director for Batten, Barton, Durstine & Osborn, told the New York chapter of the American Assn. of Newspaper Representatives that research can be a "most potent force" in developing future newspaper ad revenue.

Speaking from the agency viewpoint, Mr. Lindsey called for more continuing studies of daily newspaper readers, especially in the areas of newspaper "personalities" and distribution.

"Considering the complexity of decision making on national advertising schedules, it may be that an objective picture of your newspapers' personalities—as your customers see them—could be useful."

■ Herb Maneloveg, assistant media director of BBDO, backed up Mr. Lindsey. He urged the newspaper industry to "change its approach" and hop on the "research bandwagon, lest it lose out on its share of national ad money.

"Many in the newspaper industry seem content to sit around and talk about their local situations," he said. "But the hard fact is that before the newspaper industry gets individual market attention, it must sell its national pattern first.

"In my opinion, the one most important thing the newspaper industry must do today is to evolve a research project which would take a representative group of newspapers and find out some of the audience characteristics of the list. It is not enough to say that a newspaper has 80% to 100% coverage of the market and therefore it reaches practically everyone.

■ "We must know who reads the food sections, what age groups, what income levels, what family size groups, anything that outlines the true reach of a newspaper's circulation, on a one-issue basis and over a monthly period." #

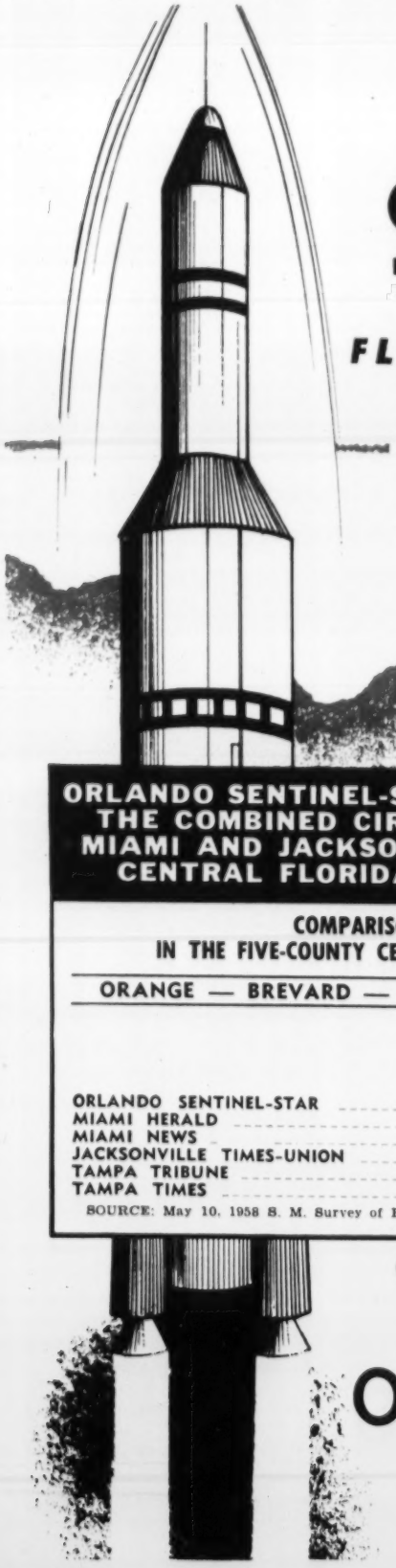
Postmaster Enters Direct Mail

Raymond A. Thomas, former postmaster of the city of Philadelphia, has joined Cassidy-Richlar, Philadelphia direct mail company, as chairman of the planning division.

ONLY THE SENTINEL-STAR.. REACHES THE

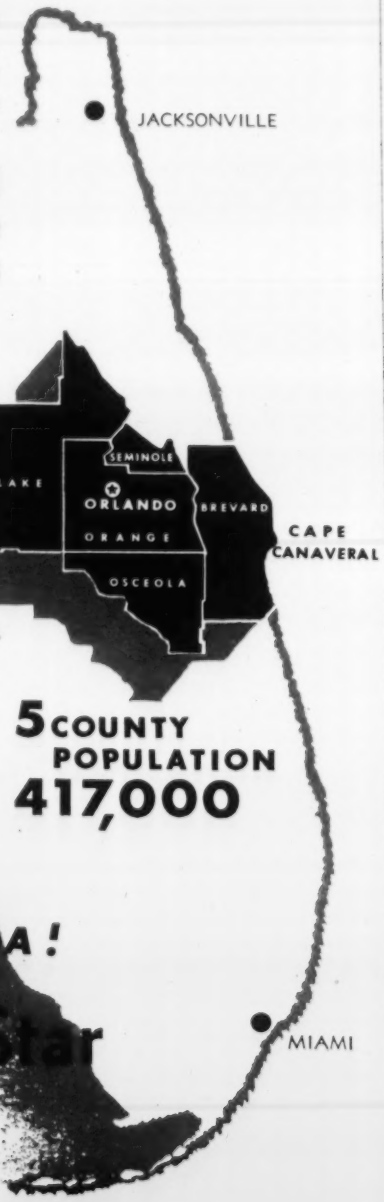
GATEWAY TO THE MOON!

FLORIDA'S GREAT MISSLE CENTER



No other newspaper or combination of papers cover this rich 5-county market as does the Orlando Sentinel-Star — NOT EVEN CLOSE. For only 37c a line, daily or Sunday, you get complete selling domination of the area. There is no other way — even at twice the cost.

ROP Spot or full color available in all issues



ORLANDO SENTINEL-STAR HAS OVER 6 TIMES THE COMBINED CIRCULATION OF TAMPA, MIAMI AND JACKSONVILLE PAPERS IN THE CENTRAL FLORIDA 5-COUNTY MARKET

COMPARISON OF COVERAGE
IN THE FIVE-COUNTY CENTRAL FLORIDA MARKET AREA

ORANGE — BREVARD — SEMINOLE — OSCEOLA — LAKE

	Family Coverage Daily		Family Coverage Sunday	
	Homes Reached	% Coverage	Homes Reached	% Coverage
ORLANDO SENTINEL-STAR	81,492	69.8	74,156	63.5
MIAMI HERALD	5,331	4.6	7,027	6.0
MIAMI NEWS	1,298	1.1	1,639	1.4
JACKSONVILLE TIMES-UNION	5,641	4.8	4,720	4.0
TAMPA TRIBUNE	2,689	2.3	3,195	2.7
TAMPA TIMES	573	0.5	— —	—

SOURCE: May 10, 1958 S. M. Survey of Buying Power — ABC March 31, 1958 Audit Reports

5 COUNTY POPULATION 417,000

GREATEST CIRCULATION IN CENTRAL FLORIDA!

Orlando Sentinel-Star

"ASK BRANHAM"

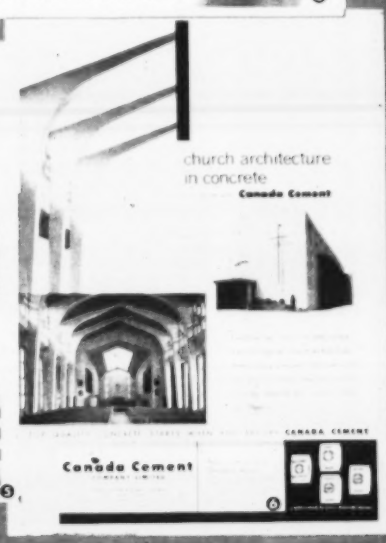
Impact

. . . what a word . . . one of Advertising's favorites. Smack! into the mind and heart of the potential customer. Accurate measurements of relative impact opportunities of individual newspapers have long been sought. Yet, as our magazine friends have pointed out, exposure of the reader gives a definite basis of relativity or comparison. For if you know the number of copies sold, how many adults read each copy, and for how long, simple multiplication gives the total daily exposure of each paper's adult readers. For Chicago and suburbs, the Sindlinger & Co. newspaper readership study offers the needed factors . . . so, using the formula, we find:

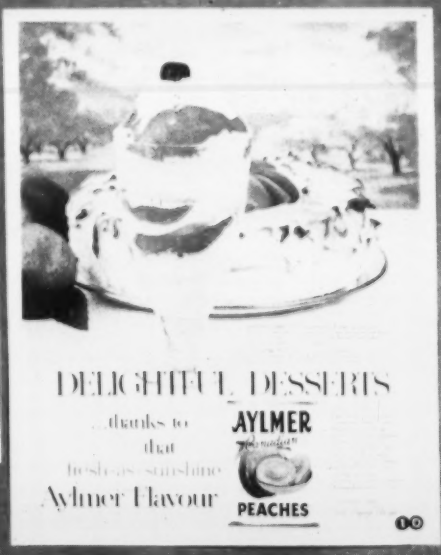
DAILY PAPER	TOTAL DAILY ADULT EXPOSURE
CHICAGO DAILY NEWS	685,069 Hours
PAPER B	585,765 Hours
PAPER C	350,564 Hours
PAPER D	339,427 Hours

USE THE POWER OF THE CHICAGO DAILY NEWS
READ AT HOME BY 92.5% OF ITS ADULT READERS

Jury Selects Ten Best Canadian Print Ads for 1958



ARRÊTEZ-VOUS ICI...Pour 21 idées pour des collations de fete!
RITZ
TREETS
PROJETEZ VOTRE RÉUNION MAINTENANT AVEC LES IDÉES DE CHRISTIE POUR LES COLLATIONS DE FETE!
8



CANADA'S BEST—*A jury of three experts presented these at the Assn. of Canadian Advertisers meeting (AA, May 11) as the best produced print advertisements in Canada last year. The experts were R. B. Collett, ad director, Lever Bros.; Gerald M. Brown, Canadian Bank of Commerce, and Ted Earl, editor, Marketing. The advertiser and agency responsible for the ads are, in that order:* **1.** *Ontario Department of Transport; McKim Advertising.* **2.** *Bank of Montreal; Vickers & Benson.* **3.** *Player's cigarets; McKim Advertising.* **4.** *Savage Shoes; Breithaupt, Milsom Ltd.* **5.** *Mutual Life; MacLaren Advertising Co.* **6.** *Canada Cement; Cockfield, Brown & Co.* **7.** *Radio Station CFCY, Charlottetown, P.E.I.; Foster Advertising.* **8.** *Ritz crackers; McCann-Erickson.* **9.** *Johnnie Walker; McKim Advertising.* **10.** *Aylmer peaches; F. H. Hayhurst Co.*

"Western Union **Survey Service** gathered the market facts I needed and got them to me fast."

Arm yourself with *facts* by having Western Union get them for you. Spot check of radio or TV audience reaction, traffic counts or survey of buying habits—trained personnel in over 1,625 cities gather the data. Simply provide the questions . . . leave the answers to us!

WIRE US COLLECT for the complete story. Address: Western Union, Special Services Division, Dept. A-2, New York, New York.

MOCK-UP—*Filmways art director Don Gilman (left) shows color swatches and model set to Martin Ransohoff, president of Filmways.*

ROLL 'EM—*Executive producer Matthew Harlib and Mr. Ransohoff watch Raymond Drury, Filmways' director of photography, at work.*

Hint of Mint Is Admen's Stint

Even though it has no words of sell—other than its familiar jingle, "A hint of mint"—and only two performers, the tv commercial for Newport cigarets, like many a seemingly simple creation, is a complex phenomenon in conception and in execution. Some of the steps and a few of the people involved in "getting out the ad" are shown in these pictures, as the commercial moves from storyboard to staging plans to filming.

Especially in a production where the elements are so few, each one assumes more than ordinary importance and involves extra care: Props, costuming, casting (rehearsals took two days), color compatibility of the various elements, etc. Some 24 Lennen & Newell people, plus another 20 at Filmways; not to mention musicians, Lorillard advertising people and others, were involved in producing the one-minute film.

The Newport symbol—a formalized version of a sailing vessel's spinnaker—plays a key role in the commercial, as it does on the Newport package; it is even in evidence, in the picture at left, as an ashtray.

Kelmenson Lacey Harlib Eastright

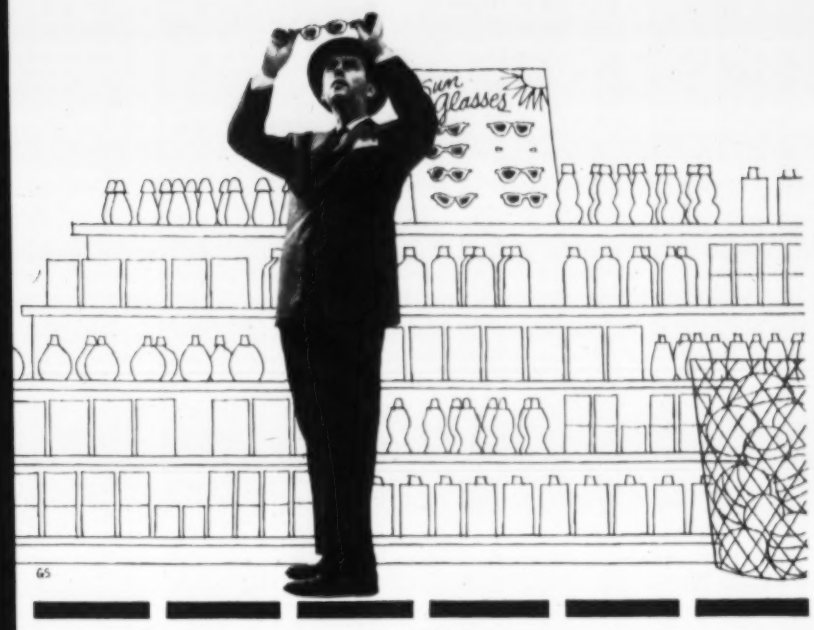
COUNTDOWN—*Checking the client-okayed storyboard at Lennen & Newell are Stanley Lacey, art director, Robert Eastright, creative director, Mr. Harlib and Leo Kelmenson, vp and account executive.*

Nicholson Lacey Harlib Robins Eastright

HUDDLE—*The group is joined by Lee Nicholson, Filmways fashion stylist, and Gene Robins, assistant producer, as work on props, costumes and casting gets under way. Filmways will do the shooting.*

REHEARSAL—*Originally shown on the "Arthur Murray Show" (NBC-TV), the film also will be used as a spot. A minute of sprightly dancing to the "hint of mint" jingle, the commercial (below) is all music.*

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The two most searching questions an advertiser can ask about a magazine are, "Who reads it?" and "What effect does it have on its readers?"

The effect Better Homes and Gardens has on its readers—a monthly average of 15½ million home-centered men and women—is unique among *all* media. BH&G's editors know how to make the idea of turning the back yard into a patio-garden or fishing comfortably from your own boat both alluring and attainable. It turns readers into *participators*. Instead of merely *reading* their favorite idea magazine, they "live by the book"—plan and garden and build and decorate and cook and travel and buy by it!

Advertising becomes welcome and important in this climate of active participation. Because people bent on turning ideas into realities are ready and willing to buy. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,700,000 COPIES MONTHLY

May Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958
General Farm Publications										
§American Agriculturist (sm)	48.0	39.9	162.1	148.8	34,941	29,065	117,917	108,438	32,266	26,535
§Arizona Farmer-Ranchman (bw)	77.6	75.7	276.6	317.4	58,667	57,232	209,158	239,965	57,882	56,120
‡Arkansas Farmer: (mon)										
#Delta Edition	21.7	—	100.0	—	16,419	—	75,638	—	15,873	—
#Western Edition	20.5	—	98.1	—	15,523	—	74,163	—	14,977	—
Average 2 Editions	21.1	—	99.1	—	15,971	—	74,900	—	15,425	—
§California Farmer: (bw)										
Northern Edition	47.9	62.9	184.1	238.1	42 041	47,537	162,205	180,007	41,028	45,197
Southern Edition	43.9	59.9	175.7	228.4	38,630	45,333	154,863	181,876	37,617	42,993
Average 2 Editions	45.9	61.4	179.9	233.3	40,335	46,435	158,534	176,349	39,322	44,095
Capper's Farmer (mon)	41.6	51.9	222.8	298.0	17,862	22,275	95,533	127,829	16,629	21,279
Colorado Rancher & Farmer (sm)	51.4	30.0	206.1	171.5	38,864	22,741	155,917	129,843	36,918	20,102
Dakota Farmer (sm)	107.1	94.2	372.3	338.3	84,016	73,916	291,892	265,268	82,772	72,704
*Electricity on the Farm (mon)	14.5	14.4	32.9	48.0	5,012	5,148	13,241	11,997	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	36.6	37.5	212.4	211.3	15,716	16 079	91,140	90,652	13 819	14,474
#Southwestern Edition	38.5	40.9	194.7	209.5	16,504	17,548	83,542	89,903	14,447	16,104
Average 2 Editions	37.4	38.8	205.5	211.4	16,024	16,652	88,177	90,695	14,082	15,110
Farm Journal: (mon)										
#Central Edition	94.8	93.5	465.1	448.2	40,690	40,095	199,511	192,283	39,389	39,066
#Eastern Edition	87.7	79.8	416.1	399.9	37,616	34,232	178,491	171,546	36,315	33,203
#Southern Edition	76.0	69.5	358.2	359.1	32,613	29,801	153,685	154,037	31,312	28,772
#Western Edition	96.5	86.3	448.6	424.6	41,407	37,024	192,449	182,145	40,106	35,995
Average 4 Editions	88.8	82.3	422.0	407.9	38,082	35,288	181,034	175,003	36,781	34,259
Farm Management (mon)	22.4	20.5	111.1	122.1	9,692	8,781	47,926	52,359	9,692	8,781
†Farm Quarterly (q)	—	—	115.2	101.5	—	—	53 272	46,893	51 649	45,659
The Farmer (sm)	92.8	78.2	511.3	478.9	72,755	61,318	400,861	375,440	67,688	56,528
|||Farmer-Stockman: (mon)										
#Oklahoma Edition	35.0	32.2	174.6	177.2	26,594	13,821	122,311	103,259	25,236	12,351
#Texas Edition	27.2	30.6	156.0	167.8	20,720	13,155	110,577	98,958	19,172	11,505
Average 2 Editions	31.1	31.4	165.3	172.5	23,657	13,488	116,444	101,109	22,204	11,933
†Georgia Farmer: (mon)										
#North Edition	17.1	—	65.8	—	12,900	—	49,772	—	12,279	—
#South Edition	19.1	—	78.2	—	14,478	—	59,144	—	13,857	—
Average 2 Editions	18.1	—	72.0	—	13,689	—	54,458	—	13,068	—
††Indiana Farmer (mon)	18.2	13.6	76.9	91.2	14,307	10,645	60,284	71,533	12,174	8,337
Iowa Farm & Home Register (mon)	14.9	18.8	93.0	101.4	14,983	18,833	93,031	101,461	14,629	18,432
Kansas Farmer (sm)	40.2	35.0	221.0	206.7	30,589	26 639	167 960	157 100	28,901	23,871
Kentucky Farmer (mon)	29.6	22.8	124.4	127.9	23,271	17,879	97,536	100,363	21,647	16,826
Michigan Farmer (sm)	65.9	53.6	341.9	300.3	50,602	41,131	262,602	230,605	45,647	36,438
Minnesota Farmer (mon)	14.0	12.3	75.0	65.6	10,095	9,653	58,884	51,431	9,805	8,869
†Mississippi Farmer: (mon)										
#Delta Edition	11.3	—	47.2	—	8,558	—	35,701	—	8,246	—
#Eastern Edition	10.8	—	45.4	—	8,180	—	34,373	—	7,868	—
Average 2 Editions	11.1	—	46.3	—	8,369	—	35,037	—	8,057	—
Missouri Ruralist (sm)	36.9	36.9	227.8	227.3	28,091	28,072	173,194	172,761	25,816	25,985
Montana Farmer-Stockman (sm)	65.5	65.9	310.0	310.6	49,581	49,850	234,395	234,788	45,227	43,616
Nebraska Farmer (sm)	89.6	82.1	524.3	466.7	67,783	62,089	397,190	353,028	61,882	57,448
§New Eng'and Homestead (sm)	42.6	49.2	141.9	158.8	29,819	34,444	99,299	139,465	23,746	26,610
New Jersey Farm & Garden (mon)	38.2	45.3	194.9	246.7	17,211	20,391	87,700	111,035	15,304	18,362
New Mexico Farm & Ranch (mon)	19.6	11.8	78.7	59.4	14,812	9,034	59,521	45,480	14,630	8,901
Ohio Farmer (sm)	72.4	58.2	414.6	354.9	55,622	44,663	318,449	272,594	50,045	39,900
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	60.8	57.8	186.1	191.4	45,964	43,710	140,665	144,676	44,457	43,383
The Oregon Farmer	55.5	54.7	168.5	182.1	41,922	41,376	127,370	137,692	40,817	41,049
The Utah Farmer	61.0	56.3	182.6	178.2	46,108	42,597	138,027	134,719	44,601	42,046
The Washington Farmer	57.5	57.4	173.5	191.8	43,496	43,394	131,142	145,019	42,363	43,067
§Pennsylvania Farmer (sm)	70.8	56.2	274.8	239.0	54,360	43,164	211,053	183,529	50,088	39,309
Prairie Farmer: (sm)										
#Illinois Edition	98.3	88.3	569.4	494.8	71,596	64,281	414,581	360,247	62,896	56,043
#Indiana Edition	96.3	84.9	548.8	483.4	70,141	61,823	399,580	355,603	61,441	53,585
Average 2 Editions	97.3	86.6	559.1	491.6	70,868	63,052	407,080	357,925	62,168	54,814
Progressive Farmer: (mon)										
#Carolina-Va. Edition	91.6	91.4	431.9	458.0	62,271	62,168	293,663	311,417	59,811	59,795
#Ga.-Ala.-Fla. Edition	93.7	94.2	425.9	461.0	63,735	64,087	289,590	313,495	61,510	61,951
#Ky.-Tenn.-W.Va. Edition	84.6	86.7	396.6	421.3	57,519	58,968	269,700	286,459	55,272	56,780
#Miss.-La.-Ark. Edition	85.4	88.3	396.6	423.6	58,079	60,060	269,720	288,060	56,382	58,195
#Texas Edition	88.9	93.0	409.9	435.6	60,468	63,233	278,721	296,220	58,153	61,059
Average 5 Editions	88.8	90.7	412.2	439.9	60,414	61,703	280,279	299,130	58,226	59,556
§**Rural New-Yorker: (sm)										
New York-New Eng. Edition	40.3	—	138.1	—	31,555	—	108,178	—	27,246	—
Penn.-N.J.-Delmarva Ed.	33.6	—	116.5	—	26,314	—	91,308	—	22,564	—
Southern Planter (mon)	21.7	20.0	124.8	135.0	15,175	14,011	87,355	94,465	14,701	13,537
Successful Farming (mon)	84.6	84.1	429.1	395.7	38,063	37,855	193,085	178,055	37,375	37,241
Tennessee Farmer & Homemaker (mon)	19.6	18.9	93.4	90.9	15,338	14,760	73,222	71,261	14,052	13,854
Wallaces' Farmer (sm)	94.6	88.5	550.9	507.9	74,149	69,370	431,896	398,179	70,101	65,151
§Weekly Star Farmer: (w)										
Kansas Edition	24.8	21.7	76.7	73.1	61,045	53,477	189,081	180,285	34,327	31,182
Missouri Edition	25.4	22.6	80.2	77.0	62,700	55,814	197,712	189,790	36,881	33,826
Okla.-Ark. Edition	21.2	19.0	68.1	66.0	52,224	46,789	167,848	162,689	29,712	27,900
Average 3 Editions	23.8	21.1	75.0	72.0	58,656	52,067	184,880	177,588	33,640	30,969
Western Farm Life: (sm)										
#Regular Edition	23.0	25.8	112.3	156.7	18,102	20,265	88,113	122,858	12,414	16,823
#Colorado Edition	28.3	33.4	165.7	214.2	22,179	26,232	129,959	167,935	26,407	22,790
Average 2 Editions	25.6	29.6	139.0	185.4	20,140	23,248	109,036	145,396	19,410	19,806
Wisconsin Agriculturist & Farmer (sm)	73.0	60.4	398.7	365.1	57,251	47,413	314,142	286,328	56,017	46,094
Wyoming Stockman-Farmer (mon)	45.4	43.1	168.1	161.1	34,384	32,483	163,614	157,808	29,373	26,306
Total Group	1,593.0	1,419.9	8,159.7	7,681.4	1,106,722	963,381	5,679,147	5,267,102	1,082,095	929,749

§ Not included in totals; figures shown are for April issues as May figures were not available as this issue went to press. ‡ Commenced publishing sectional editions with the March 1959 issue and therefore, there will be no 1958 figures. # Not included in totals. * Changed from a 357-line page to a 345-line page in January 1959. † Published quarterly in March, June, September and December; cumulative figures shown are for the March issue. †† Formerly known as the Indiana Farmer's Guide. ||| Changed from a 428-line page to a 760-line page in February 1959.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958
Farm Organizations & Education										
Agricultural Leaders' Digest (mon)	6.5	7.2	44.9	62.3	2,824	3,092	19,287	26,717	2,824	3,092
Better Farming Methods (mon)	19.0	29.7	134.6	170.3	8,149	12,738	57,741	73,048	8,149	12,738
California Farm Bureau Monthly (mon)	9.1	15.2	49.3	65.0	6,906	11,459	37,356	49,084	6,405	10,927
Cooperative Digest (mon)	6.7	4.3	41.6	33.7	2,800	1,820	17,430	14,327	2,800	1,820
County Agent & Vo-Ag Teacher (mon)	20.0	27.2	145.6	153.5	8,589	11,647	62,431	65,755	8,589	11,647
§Iowa Farm Bureau Spokesman (w)	54.3	52.4	229.4	225.8	55,115	53,090	232,941	229,065	51,090	48,112
Michigan Farm News (mon)	2.1	2.4	12.9	14.1	5,007	5,725	30,211	33,450	4,298	5,250
Missouri Farmer (mon)	13.7	17.2	62.4	70.6	5,742	7,210	26,198	29,623	4,836	6,374
National 4-H News (mon)	18.7	20.3	103.2	101.3	7,874	8,549	43,348	42,545	7,874	8,549
Nation's Agriculture (mon)	7.9	13.4	42.0	46.0	3,552	6,039	18,895	20,714	—	—
Ohio Farm Bureau News (mon)	11.1	7.6	53.3	50.6	4,989	3,421	24,284	22,790	—	—
§†Washington Grange News: (sm)										
East Edition	15.6	13.8	62.2	46.8	16,975	14,955	67,827	50,865	16,597	14,720
West Edition	15.1	13.8	59.8	47.6	16,366	14,969	64,876	51,615	15,988	14,734
Average 2 Editions	15.3	13.8	60.9	47.4	16,670	14,962	66,215	51,240	16,292	14,727
Total Group	114.8	144.5	689.8	767.4	56,432	71,700	337,181	378,053	45,775	60,397

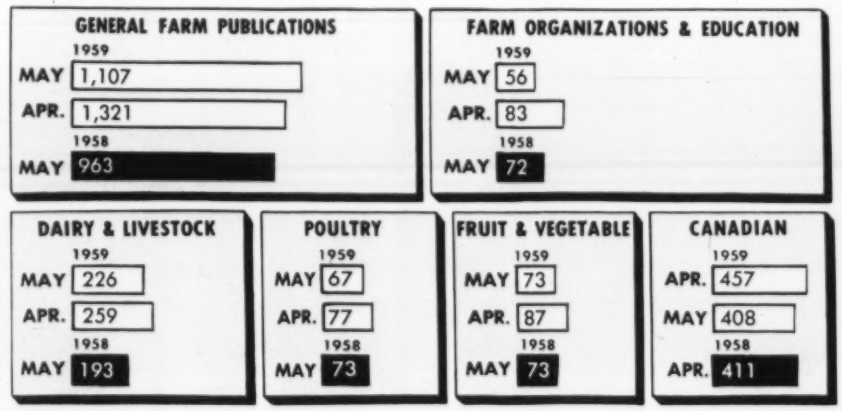
§ Not included in totals; figures shown are for April issues as May figures were not available as this issue went to press. † Commenced publishing sectional editions with the September 1958 issue.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958
Dairy & Livestock										
Breeder's Gazette (mon)	15.7	14.0	85.0	82.0	6,749	6,002	36,506	35,205	32,434	31,280
The Cattleman (mon)	83.9	77.1	445.5	404.7	35,347	32,389	187,158	169,934	15,103	13,769
§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Jrnl.	26.2	29.4	129.8	136.7	55,678	62,591	276,195	290,960	28,839	36,472
Kansas City Daily Drovers Telegram	29.7	31.7	130.4	133.4	63,242	67,555	277,586	283,913	44,753	43,465
Omaha Daily Journal-Stockman	29.1	31.8	147.9	156.5	61,873	67,662	314,771	333,026	41,934	43,388
St. Louis Daily Livestock Reporter	20.8	19.8	100 7	94.2	44,342	42,137	214,287	200,476	29,706	30,704
§Dairymen's League News (bw)	18.1	17.3	74.2	58.5	13,198	12,563	54,023	42,580	12,479	12,042
Florida Cattleman (mon)	60.7	60.6	370.4	332.9	25,475	25,431	151,412	139,572	17,061	25,225
Hoard's Dairyman (sm)	70.8	61.9	363.8	326.4	51,566	45,057	264,813	237,600	45,443	40,039
#Livestock Breeder Journal (mon)	48.0	49.7	322.5	326.0	20,160	20,751	139,770	137,574	4,662	3,871
National Hog Farmer (mon)	21.6	14.1	103.1	65.0	21,924	14,370	104,648	66,104	21,857	13,750
National Live Stock Producer (mon)	17.2	17.6	98.8	79.4	12,547	12,829	71,946	57,799	12,024	12,423
Western Dairy Journal (mon)	33.8	33.4	208.4	201.9	14,496	14,350	89,395	86,292	9,204	8,806
Western Livestock Journal: (mon)										
Mts. & Plains Edition	51.8	30.9	333.6	237.5	22,243	13,246	143,148	101,919	10,749	7,464
Pacific Slope Edition	83.3	68.3	467.1	470.4	35,740	29,316	200,358	201,812	14,621	13,044
§Western Livestock Reporter (w)	35.6	51.2	162.3	187.1	49,518	48,104	211,009	200,348	7,952	16,520
Total Group	438.8	377.9	2,475.7	1,998.3	226,087	192,990	1,249,384	1,096,237	178,496	165,800

§ Not included in totals; figures shown are for April issues as May figures were not available as this issue went to press. # Not included in totals.

Farm Linage Trend

Figures in thousands



	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958
Poultry										
American Poultry Journal: (mon)										
#Egg Producer Eastern Ed.	17.4	20.0	117.2	145.3	7,457	8,581	49,773	63,360	5,840	7,356
#Egg Producer Midwest Ed.	19.2	21.9	123.6	154.2	8,249	9,365	52,924	66,084	6,644	8,328
#Egg Producer Pacific Ed.	21.4	21.9	128.0	136.5	9,170	9,419	54,889	58,520	6,067	7,751
#Egg Producer Southern Ed.	20.3	21.8	132.5	151.4	8,687	9,356	56,892	65,054	6,226	7,398
†#Broiler Producer Edition	19.9	—	84.2	—	8,530	—	36,069	—	8,230	—
†#Turkey Producer Edition	12.1	—	66.4	—	5,197	—	28,441	—	7,890	—
Average 6 Editions (or 4)	18.4	21.6	108.7	145.7	7,882	9,255	46,498	62,724	6,316	7,572
Broiler Growing (mon)	32.8	39.7	181.9	185.1	14,059	17,039	78,028	79,419	11,538	13,593
Everybodys Poultry Magazine (mon)	26.5	27.2	181.5	167.1	11,385	11,677	77,870	71,711	8,205	8,899
§Georgia Poultry Times (w)	32.2	28.6	129.0	108.5	34,230	30,604	100,072	78,120	30,618	27,820
§The Poultryman: (w)										
Dixie Edition	14.8	14.3	80.6	73.1	16,060	15,498	87,515	79,285	6,665	7,852
National Edition	14.0	13.8	75.4	69.2	15,143	15,092	81,803	75,187	6,175	7,852
New England Edition	18.0	16.1	96.6	84.2	19,530	17,515	104,811	91,415	9,791	9,484
New Jersey Edition	21.8	24.2	122.3	120.7	23,633	26,364	132,760	131,055	11,730	16,261
Poultry Tribune: (mon)										
#Eastern Edition	30.9	30.8	218.5	207.1	13,268	13,197	93,756	88,844	10,163	11,133
#Midwest Edition	31.7	30.8	219.5	204.4	13,612	13,230	94,170	87,681	10,917	11,178
#Pacific Edition	41.5	44.1	264.8	234.6	17,809	18,935	113,578	100,626	11,848	13,756
#Southeast Edition	39.2	38.3	245.4	228.5	16,834	16,431	105,297	98,019	12,363	12,885
#Southwest Edition	36.7	36.4	225.8	205.6	15,737	15,595	96,873	88,206	12,103	12,158
Average 5 Editions	36.0	36.1	234.8	216.0	15,452	15,478	100,734	92,676	11,479	12,222
Turkey World (mon)	41.6	45.4	277.1	278.8	17,851	19,462	118,897	119,622	13,346	15,219
Total Group	155.3	170.0	984.0	992.7	66,629	72,911	422,027	426,152	50,884	57,505

Not included in totals. † Commenced publication with the September 1958 issue. § Not included in totals; figures shown are for April issues as May figures were not available as this issue went to press.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958
Fruit & Vegetable										
American Fruit Grower (mon)	29.3	28.2	180.3	199.6	12,681	12,165	77,891	86,220	12,206	11,771
American Vegetable Grower (mon)	33.0	28.6	182.0	173.6	14,274	12,337	78,620	74,999	13,868	12,067
California Citrograph (mon)	22.9	22.1	104.6	112.8	15,385	14,798	70,028	75,950	15,078	14,490
Florida Grower & Rancher (mon)	20.6	23.1	122.3	156.9	14,042	15,710	97,410	106,739	13,296	14,907
†Vegetable Growers Messenger (bm)	10.6	11.1	29.8	20.4	4,480	4,266	9,206	8,718	4,480	4,662
Western Fruit Grower (mon)	30.0	32.5	172.8	188.7	12,600	13,650	72,576	79,254	12,600	13,650
Total Group	146.4	145.6	791.8	852.0	73,462	72,926	405,731	431,880	71,528	71,547

† Published bi-monthly; figures shown are for combined May-June issue.

	Total Advertising, in Pages				Total Advertising, in Lines					
	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958
Canadian (April)										
Country Guide (mon)	59.3	46.3	179.8	161.3	42,723	33,388	129,529	116,164	—	—
†Family Herald (w)	102.3	97.4	344.5	333.6	99,837	94,970	336,012	325,331	72,722	70,529
Farmer's Advocate & Canadian Countryman (sm)	58.6	54.7	198.3	192.0	40,996	38,274	138,783	134,427	36,779	33,261
Free Press Prairie Farmer (w)	131.0	121.5	414.5	409.8	137,514	127,565	435,194	430,338	70,014	62,925
Le Bulletin des Agriculteurs (mon)	64.2	65.7	235.6	235.5	44,962	45,976	164,966	164,847	44,962	45,976
†Western Producer (w)	85.3	66.5	284.9	247.7	91,307	71,155	304,792	265,011	52,681	40,277
Total Group	500.7	452.1	1,657.6	1,579.9	457,339	411,328	1,509,276	1,436,118	244,158	252,968

†Five issues in April 1959; four issues in April 1958.

Europe Agencies Regroup, Eyeing Common Market

(*Continued from Page* 1)

cept for a handful, all were from Europe. The U.S. delegation, headed by Vincent Tutching, IAA president, numbered about a dozen.

There was, fittingly enough for a congress in Vienna, power politics drama before the meeting opened on Wednesday. The IAA's European committee, which staged this congress, had raised the threat of secession in protest against what it considered domination from New York.

The leader of this uprising was the aggressive, voluble, Foote, Cone & Belding-trained Dr. Rudolf Farner, Swiss agency man and the IAA's regional vp for Europe.

▪ Vince Tutching, steady, white-thatched vp of McCann-Erickson Corp. (International), arrived in Vienna on the night of May 11. He had ringing in his ears an editorial in Britain's *World Press News* warning that "no organization entirely run from New York, staffed and presided over by Americans, could be accepted in Europe, or for that matter anywhere else in the world, as being international."

In a series of pre-conference huddles beginning at 7 a.m. and ending at 7 p.m. May 12, Mr. Tutching negotiated a peace treaty with the Europeans (AA, May 18). The delegates here hoped that the treaty would be a lasting one.

▪ With this unpleasantness resolved, the congress opened for business and a rapid-fire whirl of social functions. The pace of this meeting may be gleaned from the agenda. The gala dinner and ball which concluded the business sessions was scheduled from 8:30 p.m. Thursday to 3 a.m. Friday, and delegates who planned to take the all-day excursion up the Danube on Friday had to be at the railway station at 8:25 a.m. Friday morning. It was a groggy three days.

Common Market Problems

The European Common Market, now in the process of evolving, was on many lips here. Agency men from different countries could be observed traveling in pairs and trios, and more often than not the grouping signified a business link. New agency alliances are one of the features of the European advertising scene today—an important consequence of the ECM concept.

▪ One man seen in many different pairings was Alfred De Jonghe, who carried a neatly-folded umbrella while the sun shone brightly outside. Mr. De Jonghe, a young American, has a rather unique position. He is stationed in Zurich as the sole European representative of Batten, Barton, Durstine & Osborn.

Advertising executives from five of the six Common Market countries were brought together on a panel, and there was general agreement among them that advertising volume will expand tremendously in the coming years.

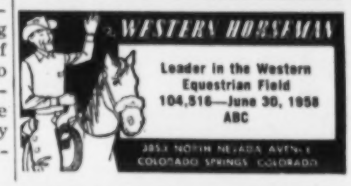
▪ Leonhard Owsnicki, advertising manager of Philips, Hamburg, predicted that ad volume in the ECM countries will increase in the next 10 to 15 years from its current level of $1.5 billion to $4.3 billion, a figure which he noted is still less than half of what was spent on advertising in the U.S. last year.

National advertising bodies in the ECM countries have already joined together in a union paralleling the Common Market organization.

Leon Van de Merghel, administrative director of the Brussels agency, S.A. Planning Publicitaire V.D.M., reported that the advertising federations in France, Italy, Germany, Belgium, Luxembourg and the Netherlands met in Milan last March to form CEOP—the European Community of Advertising Organizations. This organization, Mr. Van de Merghel said, now has eight committees at work making a detailed inventory of advertising conditions in the ECM countries. The immediate goal is to arrive at standards of advertising practice—benchmarks which would then be adhered to in all the ECM countries.

▪ Fear was expressed here that small companies would find the Common Market rough going. Sies W. Numann, the rotund, cheery and incisive general advertising director of Philips of Eindhoven, who was cited this week as the IAA's "man of the year" (AA, April 6), wondered where small manufacturers would get the advertising funds needed to reach a market of 165,000,000. Mr. Numann, who oversees a budget of $40,000,000-plus, suggested that less fortunate companies explore the possibility of pooling their resources in cooperative advertising ventures.

Joost Smit, the popular managing director and owner of the Dutch agency bearing his name, warned his colleagues not to be



MAN WITH A THIRST

Today's business farmers are thirsty long before high noon on the first hot day in planting season...thirsty for knowledge. It's a year-round thirst for facts to help them make long-range plans...

That's why 1,500,000 top business farm families rely so heavily on Capper's Farmer. Because Capper's Farmer satisfies this thirst . . . provides authoritative, up-to-the-minute bulletins . . . headlines the latest complete news about the ever-changing farm economy . . . and is timed so they may capitalize on current developments in markets and agriculture.

Capper's Farmer is *the* farm magazine edited *specifically* for the business farmers in the 17 rich agricultural states of the Midwest.

Because he is a pacesetter . . .

The Average Capper's Farmer Subscriber Earns Over $12,000 A Year

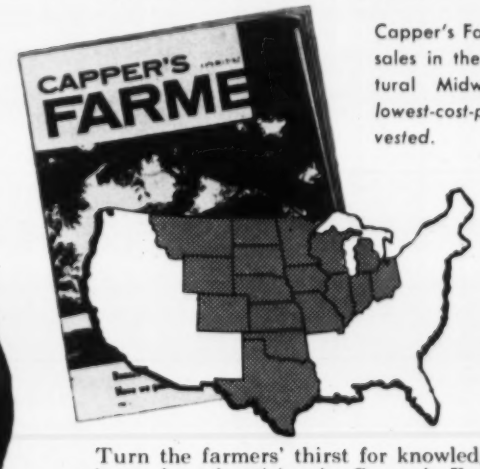
Here's What Our 1,500,000+ Farmer Subscribers Are Most Interested in:

- Livestock Feeds
- Machinery
- Farm Management Helps
- Labor-Saving Equipment
- Animal Health Aids
- Fertilizers and Bug Killers
- New Crops

Here's What Their Wives Want to Know Most about:

- Food
- Sewing & Gardening
- Home Decorating
- Children & Teenagers
- Appliances
- Poultry
- Beauty

Interest in these products is sparked by Capper's Farmer editorial columns.



Capper's Farmer delivers sales in the rich agricultural Midwest for the *lowest-cost-per-dollar invested.*

Turn the farmers' thirst for knowledge into cash sales . . . by advertising in Capper's Farmer. Write, Phone, or Wire the nearest Capper's Farmer sales office.

CAPPER'S FARMER

One of the six Stauffer-Capper Farm Magazines
TOPEKA, KANSAS

Sales Offices
NEW YORK, 420 Lexington Ave.
CLEVELAND, 1010 Rockwell
CHICAGO, 333 N. Michigan Ave.
LOS ANGELES
The Eschen Co., 3142 Wilshire Blvd.
TOPEKA, 912 Kansas Ave.
SAN FRANCISCO
The Eschen Co., 57 Post Street

hasty in embracing Common Market schemes. It is premature, he asserted, to consider the 165,000,000 people in the ECM countries as a homogeneous market. Pointing out that there are still considerable differences between national populations, he said that the use of national advertising specialists will continue to be essential.

Mr. Smit noted, for example, that the population of his country is, on the average, much younger than that of Belgium. He noted that 40 out of 100 people in Italy work in agriculture, compared to 17 out of 100 in the Netherlands. He noted that the average Dutchman might drink 135 liters of beer a year and "a mouthful of wine," while the reverse is true in France.

Looking ahead, then, Mr. Smit cautioned that international adaptation is difficult, and he said that he foresees "more sneers and tears than cheers" and "ulcers, ulcers and ulcers—perhaps even more than on Madison Ave."

■ Another Dutchman, Peter Gros, secretary of a Rotterdam company pushing for commercial television in the Netherlands, told the congress that in the next few years a second television network would probably be established in most European countries, and he urged the delegates to work hard to ensure that this new channel is commercial and independent of the government network.

DIMENSION
3 Dimension ideas with a 2 dimension budget? Call your Screen Processor!
Put Punch In Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

Joost Martinus Ernst

KEEPING UP WITH THE SMITS—*Joost Smit, owner of the big Amsterdam agency bearing his name, and his son, Ernst, meet a namesake at Vienna—Martinus Smit, head of the Brussels agency, Publi-Cerdo S.A. Martinus is no relation to the Amsterdam Smits.*

Mr. Gros said that in view of political obstacles there is no chance of the U.S. system winning out. Nor did he think that the U.S. type of broadcasting would be suitable for Europe. He said the best plan of attack would be to use the British system as a model. In this system, advertisers have nothing to do with the production of programs.

Mr. Gros advised the European admen to reject the "sandwich system" now in use in Germany, Italy, Austria and Finland. In this system, there are six to eight minutes a day allotted to commercials—all jammed into one half-hour period.

■ Perhaps the most dazzling performance at this conference was the presentation of case histories by some of Europe's leading advertisers. These were certainly the best-received portions of the program, and they showed European advertising at its very best.

Nestle's Versatility

Cyril Chessex, a lean Swiss adman, who is a graduate of the Harvard business school and the New York training program of J. Walter Thompson Co., described eight different programs mounted in various parts of the world by Nestle, one of the world's leading advertisers and the winner here this week of the IAA's Golden Tulip award for international advertising.

For scope and variety, there is little outside of Unilever and General Foods to match the Nestle promotional armada. Nestle offers stamp albums to youngsters in France, Spain and Switzerland. It has set up the Marianne Berger Culinary Institute to offer Swiss housewives information about "all facets of a woman's life." It distributes its educational "Mother Books" in 48 countries. "Nestle Agenda" booklets are distributed to housewives in the African territories of France and Belgium. Special educational films are produced for expectant mothers. Illustrated educational manuals on baby care have been produced for illiterates.

Nestle introduced its semi-sweet chocolate morsels in the U.S. market 17 years ago, and an extensive advertising, publicity and merchandising program has resulted in a "whole new field of chocolate cooking," with the result that Nestle's sales of semi-sweet chocolate morsels are today twice the combined sales of all other brands.

■ Of particular interest to the American admen present was Mr. Chessex's unusually frank report on the Nescafe spectacular, the six-page "Coffee Hunger of Man" ad which ran in *Life* in 1956.

This effort, which Mr. Chessex described as the largest food product ad ever to run in *Life*, may be remembered by many admen—it traced the history of coffee, had very little direct sell for Nescafe and was signed by the copywriter, Roger Purdom, then with Bryan Houston Inc., now with McCann-Erickson.

Mr. Chessex said this ad was merchandised to the hilt to the grocery trade and to teachers and received a good deal of favorable comment.

But, he said, he could cite no sales figures to show that it helped Nescafe in any way.

He added that it was still a matter of debate as to why Nescafe sales did not respond, but he said he has heard one plausible explanation: Nestle did not follow up the effort with more print advertising, "as some people seemed to expect." Instead the company put the bulk of its money in television and apparently lost the impact of the six-page spectacular.

Bic: Pen Is Unpenned

An even more impassioned case history reporter was Armand de Malherbe, 33-year-old political economy major who was an officer in the U.S. Army and who heads the international division of the big Paris agency, Agence Francaise de Propagande.

Mr. Malherbe told, with films and slides, the romantic story of the Bic pen, the inexpensive ballpoint which has been marketed widely in Europe, Africa and Asia and which is soon to come to the U.S.

Bic pens sell for 10¢ to 80¢, and they have been lavishly and boldly promoted in newspapers, magazines and films. "People who never wrote before are now writing because of this little instrument," Mr. Malherbe said.

Outlining the conditions for success, he said it requires an advertiser which has "audacity," which "believes in advertising" and which "lets its agency work."

Mr. Malherbe conceded the need for market studies, but he said in the end "nothing will replace imagination." And above all, he added, "you have to love people."

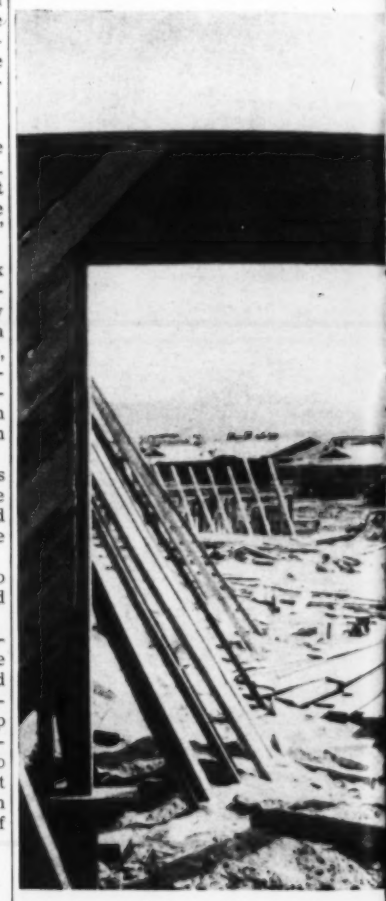
Astonishing Amstel Mail Push

A promotion more along circus lines was detailed by Roland Wijdeveld, urbane, moustached publicity manager of the Amstel Brewery, in Amsterdam. Mr. Wijdeveld broke open a bottle of Amstel and sipped the beer during his talk.

He described how last year Amstel pulled out all the stops in a three-month, $130,000 campaign offering six pastel-colored beer mugs as a premium.

To get one mug, a consumer had to get the special label on a bottle of Amstel Pilsener or Amstel Gold, paste it on the back of a postcard, write his name and address on the card, affix 25¢ extra in stamps on the front of the card and send the card to the box number address listed in advertisements.

In the Netherlands, Mr. Wijdeveld pointed out, free offers of any



PIGGY
Frugal way to get your message into the hands of over 158,000 marketing men and women. Try a classified ad in Advertising Age. IT PAYS!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

MR. MANUFACTURER:
Is your competition selling to the Negro?
They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.
Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.
Call our nearest office for a special showing of our new, color-slide visual.
NEW YORK 36 - 55 W. 42nd ST. LONGACRE 4-8776
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5-1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2-5472
EBONY
THE MOST POWERFUL SELLING FORCE IN THE NEGRO MARKET

kind are strictly prohibited. Also in the Netherlands—in what must be a rather unique practice—the post office will handle this type of mailing for the advertiser—that is, it will cancel the extra stamps (which are pasted on the left side of the card) and remit the value to the advertiser—less a 5% service fee.

■ The beer mug promotion succeeded beyond Amstel's wildest dreams. The company and the post office were inundated. The brewery, as a matter of fact, found it was unprepared to deal with the special problems—the card which arrived without the sender's address; the cards with labels from competing brands; the cards with not enough stamps; with too many stamps; the card which arrived with 60 labels and no extra stamps, whose sender explained that he could not afford the $1.50 for six mugs, could he have them anyway for the 60 labels?

As a result of the three-month campaign, Amstel distributed 750,000 beer mugs! Mr. Wijdeveld said the company found that it received labels from 22% of the bottles in circulation at the time.

Amstel varied the box number addresses by medium so that it could check on the pulling power of publications. On the later rounds of advertising, publications which did well in the introductory stage got more advertising, others got less.

It was surprising, Mr. Wijdeveld reported, to find newspapers which claimed considerable circulations accounting for only two or three cards.

■ The first full-length address at the congress was delivered by Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., New York, who applied to the European economy the statistical projections for which he is so well known in the U.S.

Noting that Western European countries are planning to develop a 62% higher standard of living in the next 10 years, Mr. Johnson said this may well call for total advertising of $12 to $15 billion by 1969-70.

(Editor's Note: This is more than triple the current level.)

Neglected Id

This being Vienna, it was probably not surprising to find on the program an address by Baron Ludwig Holzschuher, a German advertising counselor. Baron Holzschuher delivered a lengthy, academic dissertation on "*Werbung um das Doppelwesen Mensch*," or "Advertising & the Twofold Human Nature." The baron's talk (delivered in German and translated simultaneously) was heavily interlarded with references to German and Viennese psychologists, from Sigmund Freud down to Ernest Dichter.

The main point of this lecture was that man is a dual animal, with an ego and an id—an "upper person" and a "lower person." In Baron Holzschuher's opinion, it is the "lower man" or "primordial being" who exerts the more powerful influence on human actions.

Baron Holzschuher contended that advertisers are wasting millions of dollars by trying to appeal to the id via the ego. This is impossible, he triumphantly pointed out, because the ego or upper person is simply not conscious of the experience retained in the id or lower person. #

Special Discounts to Republicans

Original Gimmicks

Novel gimmicks make friends, influence sales—new stock items or ideas developed to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1¢ to $1.00 or more. Gimmick direct mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

The Bull Pen ROOM
Announcing... the New BULL PEN ROOM
• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.
•
We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.
• Rooms for Private Parties
• specialize in dinners
485 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N.Y.

SAN DIEGO CALIFORNIA

A MARKET TO BUILD IN!

Sales of lumber, building materials and hardware totaled $61,298,000 in the San Diego market last year.
And building is just one of the many economic areas contributing to San Diego's status as the third largest market in the 11 western states, and the fastest growing major metropolitan market in the entire nation.

To build your sales in this rich and responsive market, advertise in **The San Diego Union** and **Evening Tribune.**
These two metropolitan newspapers have a combined daily circulation of more than 200,000. Readership, according to Facts Consolidated surveys, is 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATE: COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

"Prophetic journalism" wins the Pulitzer Prize for international reporting

"26 Julio" armband worn by Castro supporters

The prize winning story started on a park bench in Havana Christmas week 1957. A Cuban's angry outburst about the excesses of the Batista regime suggested to Joe Martin, News reporter, that there was a more important story in Cuba than the gambling syndicates he was covering.

Back in New York, he began to make contact with revolutionary sympathizers, won the confidence of Dr. Manuel Urrutia, now provisional president of Cuba. With Phil Santora, another News staffer, he spent weeks in Miami interviewing Cuban refugees and families of victims.

In five anxious days in Havana, under constant police surveillance, they secured hundreds of photographs of attacks and outrages.

Then on April 7 of last year their ten-part story of "Inside Cuba's Total War" began—a documented, dispassionate report of state terrorism, torture, murder, corruption, censorship and graft in a police state less than a hundred miles away.

Their concluding article was headed "Summary: Castro? Maybe; Batista? No"—eight months before Batista fell. The Pulitzer Prize Committee called the series "prophetic journalism." And the award was the only Pulitzer Prize won by a New York newspaper in 1958.

JOE MARTIN and Phil Santora are veteran Newsmen. Their modus operandi, in Cuba, or in City Hall, is the same—thorough fact finding, adequate confirmation, impartial appraisal and reporting. Their work is typical of the kind of news service that readers expect from The News—and that has won the largest newspaper audience in this country for the last thirty-five years.

THE NEWS, ***New York's Picture Newspaper***

More than twice the circulation, daily and Sunday, of any newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

Feature Section

Advertising Age

Hard to Choose: Tyler

Groesbeck's Basic Principles

New Developments in Communication

The C. M. Says Okay

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for April . . .

Ten of Many Good Ones

By William D. Tyler

W. D. Tyler

Most months this department has to scratch to come up with what it considers ten outstanding ads. This month, for what reason deponent knoweth not (a literary-type expression), there were at least 20 that were well worth inclusion in this transitory hall of fame. This is encouraging. So much of advertising's top creative thinking today is devoted in increasing measure to the production of television commercials that there is always the fear that the quality of advertising in other media will start to show signs of attrition.

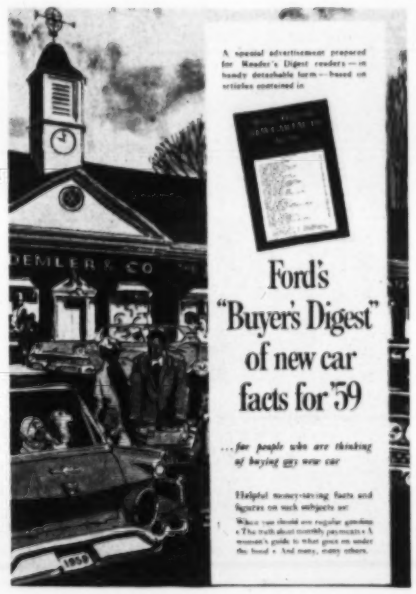
So far, this hasn't happened. It had better *not* happen, either. In these days of increasing costs, advertising is going to be judged more and more critically on its ability to deliver maximum effectiveness every time out.

Ford's Buyer's Digest

The outstanding ad of the month just *has* to have been the $780,000 one, the Ford Buyer's Digest in *Reader's Digest*. Thirty-six pages in length, this was a *tour de force* the like of which the advertising business has never seen. Written in authentic *Digest* style by JWT's Chuck Garvin, Ernie Whitney and others, the booklet offers the reader a host of tips on car care, articles on buying information and other service material. All these, of course, sandwiched between catalog advertising on Ford models and features. One insertion. Nearly a million dollars. You have lived to see the day.

Berkshire Nylons

Another outstanding use of *Reader's Digest* was made by Berkshire Knitting Mills for its nylon stockings. Back-cover



spread was headed, "Why don't they do something about Nylon Runs?" The copy, by Lee Thuna of Oglivy, Benson & Mather, starts out, "Sure," says Woman, "they can send missiles into space. But can they make *nylons that won't run*?" . . . "Now—at long last—something *has* been done!" The story is that ". . . 24.7% of all runs start at the top or toe," and a new Berkshire invention prevents runs from starting in those areas. Rather a comedown from the implied promise of the headline, but highly readable. Ingenious is the illustrated use of a "pencil test," in which a pencil is jabbed through the stocking to prove that even this can't start a run. Gus Wavpotich was the art director.

Banking Campaign

Arthur Richmond of J. Walter Thompson Co. came up with a catch line so pat and apt that it has become the core of a campaign for the Foundation for Commercial Banks. Each ad pictures a father with a small boy, over this key line: "Don't just hope he'll get to college—*bank on it!*" No further comment needed.

Advertisement

Read how Berkshire, world-famous stocking manufacturer, responded to woman's most persistent plea . . .

WHY DON'T THEY DO SOMETHING ABOUT NYLON RUNS!

"Sure," says Woman, "they can send missiles into space. But can they make *nylons that won't run*?"

Ever since the debut of nylon stockings almost twenty years ago, women have been waiting for someone to do *something about runs!* Now—at long last—something has been done!

Berkshire *now actually guarantees* nylons *not to run from either top* or into the sheer leg area. Or you get a new pair free!

Here's the story behind this sensational guarantee:

Berkshire talked to hundreds of women. Examined thousands of stockings to determine just *where* runs start. They discovered that 24.7% of all runs start *at the top or at the stocking* . . . from the tag garters, from rough toenails. Berkshire went after these trouble spots. Invented a new knitting method (called NYLSEAM in full-fashioned stockings and NYLOC in seamless) for the tops and toes of Berkshire stockings.

Then Berkshire exposed this new protective construction to *hundreds* of brutal tests.

Pencils were inserted into the new run-stop barriers. Holes were punched into stocking after stocking. Hundreds of working women were given Berkshire stockings to wear *daily* over a period of many

THE ONLY FOOLPROOF LAWN FOOD!
GOLDEN VIGORO
• Won't burn even if applied double strength to wet grass. You don't have to water it in. (The U.S. Patent proves it!)
• Gives grass everything it needs except sun, air and water
• Feeds your lawn for weeks after other lawn foods have given out
• Builds thick, springy turf, a more vigorous root system
• And you don't need a textbook to get expert results
My, how things grow with
VIG...VIG...VIGORO

New Golden Vigoro

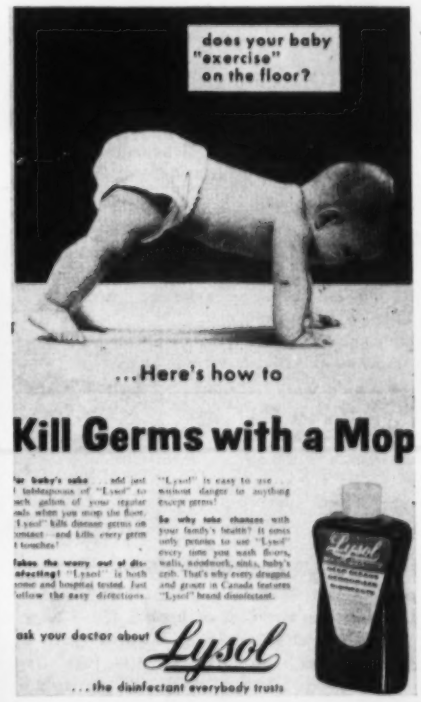
Swift took advantage of *Life*'s special fold-over cover a few weeks ago to run a three-pager for new Vigoro that is full of first-class selling copy. "Gives grass everything it needs except sun, air and water . . . You don't need a textbook to get expert results . . . To get a turf that feels springy under foot . . . Even a 'weekend yard man' can get professional results . . . Two short sentences on the bag tell you everything you need to know." Good stuff. So was the third page (not shown), which reproduces something few people have ever seen—the actual patent itself, for proof of validity. Ken Alstad of Leo Burnett wrote the ad; John Clayton made the layout.

White Owl Cigars

A campaign I have deliberately declined to comment on, despite its technical excellence, impact and vigor, is the one for White Owls in newspapers. The reason is that the series is designed to blast its competitor, Phillies, for its loosely-packed tobacco. This has been tough, hard-boiled advertising, well-executed but, in my opinion, ill-tempered and thus somewhat self-defeating. The new ad shown here, with its friendlier illustration and headline, makes its point without leaving a bad taste. It's the work of Young & Rubicam's copywriter, Bill Casey, who also made the layout.

Lysol Disinfectant

Down from Canada comes a new way to sell Lysol. It simply employs a time-honored, proprietary advertising principle, that of delivering a sensational prom-


does your baby "exercise" on the floor?
...Here's how to
Kill Germs with a Mop
ask your doctor about Lysol
...the disinfectant everybody trusts

ise in colorful, homely language. "Kill germs with a mop," is what Glen Jocelyn of Spitzer & Mills came up with. It should cause Canadian housewives to look upon Lysol with, at the very least, new interest.

Air France

This advertiser has followed up its Parisian kiosk advertisement with another in the same school of visual ingenuity. This one purports to be nothing but a reproduction of the steward's check list for a typical flight. The items listed are the commercial message. They read like the grocery list for a fine French restaurant. A note clipped to the corner

gives a little flight information and the number to call. Idea was BBDO's Glenn Verrill, laid out by Marty Stevens.

Bell & Howell

This movie camera ad is included here mainly for its excellent, telegraphic copy. Excerpt: "The 'whirr' . . . tells you the lens is setting itself. It is the sound of the electric eye as it measures the light and sets the lens, even while you're shooting. There's nothing to learn, the mastery is built-in. Every foot of film you take is properly exposed. Only Bell & Howell makes it. $329.95." McCann-Erickson's Tom Laughlin wrote it, and Al Pierce made the layout.

It tells you the lens is setting itself . . . that you hold the world's only 16mm electric eye movie camera. The "whirr" is the sound of the electric eye as it measures the light and sets the lens, even while you're shooting. There's nothing to learn, the mastery is built-in. Every foot of film you take is properly exposed. It's the world's most distinctive movie camera and only Bell & Howell makes it. Magazine load (shown) or roll film models, $329.95, fast zoom version more. ▶ Bell & Howell

COULD YOU USE
A MECHANICAL
SECRETARY
FOR LESS THAN $9.25 A WEEK
FOR THE OFFICE THAT NEEDS TYPING HELP
TWO SIMPLE STEPS:
1. Dictate correspondence, reports, etc., on modern, portable dictating equipment we provide FREE.
2. Our messengers pick up and deliver work daily — neatly and accurately typed, ready for signature.
MECHANICAL SECRETARY
1123 Broadway, New York
CH 2-2805

Mechanical Secretary

The last entry is a 40-liner from the *New York Times*. I picked it because I think that the owner of this small business (Marvin Leiter) coined a name for his enterprise that is a successful ad in itself. "Could you use a Mechanical Secretary?" is a real stopper. When followed by . . . "for less than $9.25 a week," it's even better. Copy: "We provide free portable dictating equipment and our messengers pick up and deliver neatly and accurately typed work daily, ready for signature." Felix Wolsky of Martin Advertising Agency, New York, is responsible.

Gravy Train Dog Food

A new entry in the highly competitive and crowded dog-food field is Gravy Train, now being tested by Gaines. Advertising picks out essential product difference: when you add water, "gravy happens." This difference is dramatically highlighted in Gunnard Faulk's "before-and-after" layout and Irving Penn's photography. Direct and informative copy approach by Benton & Bowles' Paul Wason and Stu Trott. I like the straightforward headline and the way the two pictures are tied together by the time-table device.

Agencies Ask Us . . .

The Basic Principles of Advertising

By Kenneth Groesbeck
Advertising Agency Consultant

"This may seem to be a foolish request, but I wish you would do a piece on advertising fundamentals," writes a Kansas agency head. "We are so busy thinking about advanced marketing procedures that maybe we sometimes lose sight of the original and basic correctness which, after all, makes or mars our work."

Kenneth Groesbeck

■ Brother, perhaps you've got something. Guess I'll see what I can lay down for you in the way of a foundation. Better make it a two-part piece—in this issue and that of June 8. Here goes.

It is called advertising, because with it you "advert," or turn towards you, the person you address. You try to make them agree with you. Right?

Anything which does this is advertising, whether it is in the form of one woman telling another (word-of-mouth, the best there is); a million dollars' worth of time and talent over a nationwide television network; a card saying "good for colds" on your druggist's counter; a postcard from your car dealer; a turtle with "Souvenir of Miami" painted on its shell; a four-color gatefold in a national magazine; the smell of popcorn blown out of a store window.

■ All these are advertising, and if you try to say what they have in common, you will come up with two correct conclusions; they are all forms of communication, and they all aim to convince someone of something.

Communication, as old as speech in the family of mankind, goes on between its members for a variety of reasons. Perhaps just to make a noise and attract attention (there he is, over there in the crib); perhaps to give information; perhaps to amuse; perhaps to educate; and finally, *to convince*. Within that last form comes advertising.

What do we mean by the mind which is "convinced?" A wide variety of mental states. All that turtle from Miami aims to do is produce the conviction that Miami might be a pleasant place to visit. All that popcorn smell aims to produce is the conviction that popcorn smells good. So when you think of the conviction which is the aim of all advertising, remember it may vary all the way from a favorable first impression to a determination to buy. Just be sure what degree of conviction is desirable, and possible, for any given advertising effort. Clearly and intelligently *define your aims* before going into advertising.

Other typical communications aimed at convincing may have to do with national or local welfare; political speeches and writings belong here; or they may take the form of court proceedings aimed at convincing a judge and a jury. Clearly, communications aimed at convincing are extremely important in our lives. These are serious matters. So is advertising, aimed at influencing our money expenditures or our frame of mind in a multitude of daily decisions.

The Vital Question to Ask

Thus anyone who is concerned with the production of advertising in any form should ask himself of any procedure contemplated this single question: *Is it convincing?* Whatever else you ask, this comes first.

Holding this in your mind, you will immediately sense the large element of doubt and uncertainty attendant upon all advertising which is bright, unusual, clever, "off-beat," as we say these days —amusing; sensational, or mystifying (as in "teaser" campaigns). Realizing that the first thing advertising has to do is attract attention against editorial or competitive material, we naturally look favorably upon striking and unusual ways of penetrating the mind which otherwise serenely ignores us.

■ That is all very good, provided we do not lose sight of our fundamental need —conviction.

Hard-headed business men express this doubt when they say of any advertising proposal, "Sure, it's pretty, (or clever, or amusing) *but will it sell?*"

That is their way of asking "Is it convincing?"

One shudders at the amount of money thrown away every year on advertising which loses sight of this prime requirement. Advertising people are enthusiastic boosters of their ideas; they have to be, or they wouldn't be in advertising. Our business man friend may well be led astray by this. Fatally, he may say, "Well, I don't know anything about advertising; you are the experts. If you say this is what I need, I'll buy it."

Let him never be so misguided. Let him, and the advertising creator also, invariably insist on holding to the quaint, old-fashioned, apparently naive question, "Will it sell?"

■ Whether we are concerned with moving goods or influencing minds in the formulation of opinions and beliefs, it's a selling job. The remembrance of this fact of life can save millions of dollars of advertising money every year.

How to Convince

How do we go about being convincing? What basics must we bear in mind if we are to succeed in this influencing of other minds?

We can learn one valuable lesson if we go into a court room and watch a trial lawyer presenting his case to a jury. Here is an endeavor to convince, at short range, in a highly localized pattern, with success or failure involving important money or property, or even life.

This highly-skilled individual is engaged in selling the jury in favor of his client. He is doing the same thing we do when we prepare and place advertising, although our jury may be the entire population.

■ The experienced trial lawyer first tries to get a jury of the kind of people who are most likely to be favorably disposed towards his client. For this purpose, he makes use of the objections allowed him by law, eliminating individuals who seem to be unfavorable or who will be extra hard to convince.

Selecting the Audience

We can exercise a degree of such selectivity in advertising by aiming our messages at favorable areas and at the type of people who are likely to buy our goods.

So far as the areas are concerned, we try to pick those whose habits are in line with the procedure we seek to implant, and (if a product is concerned) whose money supply is sufficiently high to make purchase possible.

So far as kinds of people are concerned, in some cases we sell to the entire (usually adult) population; in others we may

Photo by Suzanne Szasz

A WOMAN'S WORK IS ~~NEVER~~ *Better* DONE... whether she's scouring the kitchen sink or cleaning the whole house, when she has the proper tools to help her. And McCall's Use-Tested tags or symbols guide her to the products that will make her job easier. In buying any product, the manufacturer's reputation is all the assurance of *quality* a shopper needs. What McCall's Use-Tested certification *adds* to this is valuable information on *how the product will perform in her home* – plus endorsement of the product's *performance values* by McCall's editors and laboratory technicians, who have tested it under *actual home-use conditions.* Let McCall's Use-Tested symbol help you select the products that are best suited to your needs. (Manufacturers can find out how their products can qualify for McCall's Use-Tested program by writing to: McCall's, Dept. HP, 230 Park Avenue, New York 17, N. Y.)

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's

Trademark of McCall's

McCall's, *the magazine of Togetherness... circulation now more than 5,300,000*

wish to confine our efforts to women only, or, more intensively, to young women only, or even more intensively, to a class within a class, such as expectant mothers.

■ The methods we use, and the channels we choose through which our advertising will flow, will be governed by the answers to the question, "*Who* is most likely to buy our product (or our belief); *where* is this individual; *what* does this person habitually listen to, read, see or experience?"

To this extent, we can and should select our jury. If we neglect to do this, we shall waste money in large and frequently fatal amounts, and make our task much harder than it should be.

"Fish where the fishing is good" is the common expression of this procedure. Even this, however, must be scrutinized before we swallow this saying whole. What if the pond is already so thoroughly fished that our chances are thereby diminished? What if a large number of fishermen found this pond before we did, as often happens? Then may we not seek another pond? To be sure. Such business judgments, often varying from the axiomatic, may well mark the difference between success and failure in our industrial life.

But no matter where we fish, we shall only land them if we understand how a fish thinks. Of that, more in the next column. #

Learning from the Retail Ads . . .

The 'Let's Be Free and Easy About It' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Despite the disgraceful divorce rate in this country, most brides—for the first wedding anyway—make their purchases seriously. Nothing is more profitable to a store than to serve brides superbly well. Most of them are beginning a long period of life in which shopping becomes increasingly important to themselves and to the store.

If a store does *any* advertising well, then, you would think it would be a bridal ad.

■ But here is a weak and anemic concoction of illustration and type and white space that denies bridal importance.

If the line across the top of the ad has any significance it should not be run where it risks not being seen. Yes, readership studies show it's quite easy to lose a line of isolated big type in an ad.

The people I have had read this ad and explain it to me, almost invariably had difficulty tying the type to the specific illustrations. This is really unpardonable where space is so lavishly present.

The copy with such a combination of words as "diaphonous boudoir ensembles . . . from our trousseau-worthy collection" certainly plays it free and easy, with small concern for the reader or ease of reading.

■ It is only rarely a girl spends from $26 to $40 for a diaphonous boudoir ensemble, and it isn't a matter to be treated cavalierly. Yet with all this space, one reads and rereads but never learns if these diaphoembles bouden waronous—I mean diphonious boudoirembles—diaphonous boudoir ensembles—are all white, and only white—or if they are available also in the heavenly pastels that lovely brides love.

"Dresden Flower" may be all white, but maybe not. We'll never know.

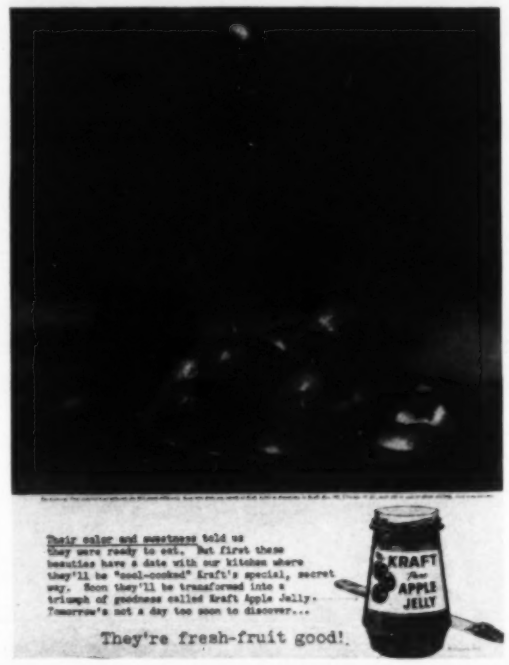
The store may say: "Oh, the girls come to the store where they can see things like this." Yes, no doubt they do, unless some other store does such a good job with advertising that the girl is "lifted" and responds as women reserve the right to do.

The fat, dominant stores in *most* cities do lazy, weak advertising.

Pity. #

The Creative Man's Corner . . .

One of the Fine Moments


Their color and sweetness told us
they were ready to eat. But first these
beauties have a date with our kitchen where
they'll be "cool-cooked" Kraft's special, secret
way. Soon they'll be transformed into a
triumph of goodness called Kraft Apple Jelly.
Tomorrow's not a day too soon to discover...
KRAFT
APPLE
JELLY
They're fresh-fruit good!

How can we describe the fresh, cool-water, russet delight of this advertisement? And, for that matter, why neglect the charming newness of the copy—and typography? All in all, this advertisement for Kraft apple jelly is a delight to come upon. It's fun to be sold, when you can be sold joyfully.

Notice the poetry, too, in the slogan—"They're fresh-fruit good!" This is not the expected language of an advertising slogan. For that matter, nothing about this entire message is in any way expected. And this above all is what we like about it.

We wish writers and art directors were more fervently dedicated to creating fresh, delightful ways in which to convey their selling messages. Clients are a problem, of course. All too many times, clients fear any way but the tried and true. And clients have the final say. And—from our detached position, if we dare to say it—agencies to a depressing degree lack the guts to demand *they* ought to have it.

However this advertisement came about—and we're confident it represents a happy marriage between client and agency—we applaud it as one of the really fine moments of advertising viewing. We hope there will be more in the months to come. #

Employe Communications . . .

New Developments in Communication

By Robert Newcomb and Marg Sammons

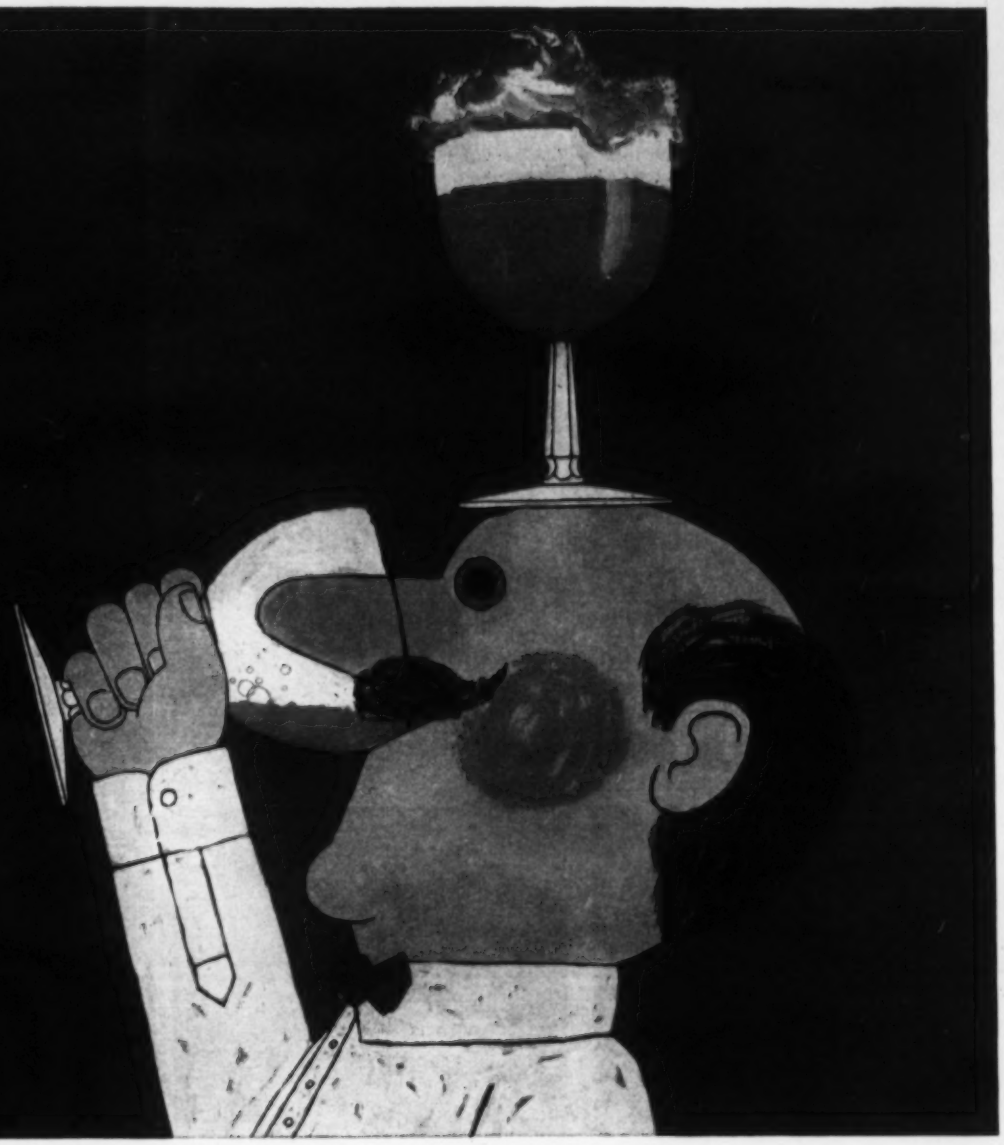
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Two recent developments in the field of employer-employe communication deserve a nod. Each indicates a healthy pioneering spirit on the part of the sponsoring group. Both programs are good enough to justify imitation by still other groups, and we hope it happens.

The Texas Manufacturers Assn. has come forth with a public acknowledgement of the importance and value of good employer-employe communication. For the first time this body is sponsoring a contest for communicators and in October will announce winners in two classes: (1) for the most effective single presentation to employes of an economic or political issue affecting business as a whole, an industry, or a company, and (2) for the most effective single presentation of a labor-management issue. One company winner and four honorable mentions will be selected in each class. To the winning companies in each class, the Texas Manufacturers Assn. will present duplicate awards—one to the company and one to the employe communicator chiefly responsible for the preparation of the presentation.

■ Naturally the contest is limited to firms headquartered or operating in Texas. The significant point about the contest is that, for one of the few times in industrial history, a manufacturers' group has the gumption to give some recognition to the science of communication. Other manufacturers' groups around the country

LIFE households buy MORE BEER than the top six brands sell



Even the six biggest manufacturers don't sell enough beer in a year to supply LIFE-reading households.

The 15,300,000 U.S. households that read an average issue of LIFE account for 39 cents out of every dollar spent on beer. And over the course of thirteen issues, this spending power builds to 81 cents out of every dollar spent on beer.

It takes a big market of alert, enthusiastic, vital readers—eager to try whatever is new or better—to create a demand like this one. Yet, it is going to be even bigger in the booming Market of the 1960's. And so will be your opportunity for selling.

For growth is a fact of LIFE, too. And tomorrow—when beer, tires, cigarettes and so many other products and services will be selling at all-time highs—LIFE's circulation will be at an all-time high also. Actually over 6,500,000 copies a week, next year.

BIGNESS IS A FACT OF LIFE

could well afford to do the same thing, if only to heighten the consciousness of their own management members in the potential of good communication. For a notable first, the Texans deserve a vote of thanks from everyone in this harassed craft.

The second development has taken place in Chicago, where a printing plant management has discerned a void in the educational processes of communicators. This firm—Stewart & Fryer—specializes in the printing of company magazines and in the process of servicing these journals, it was discovered that many editors had been plunged into the role of communicators without any real basic knowledge of the art. Thereupon two of the firm's officials—Frank Spalding and Bill Bond—undertook to sponsor a series of after-hours seminars at their printing plant. Experts in various phases of the graphic arts have been invited in as conference leaders, giving their time freely and willingly to assist in the mellowing of junior communicators. For the series of seminars the printing concern charges nothing.

■ The Stewart & Fryer primer course in communication is giving the eager and the needy a fast assist. The budding editors seem chiefly concerned with layout and type, but once they have a grasp of this, they become absorbed with the meatier matters of copy preparation, industrial economics and labor-management relations. Conference leaders are invited to give the guests whatever conversational latitude they appear to want.

Because employer-employe communication is a relatively new and somewhat undeveloped art, it continues to need all the help it can get. It needs recognition, for example, at the upper management level, and it needs practical instruction at the editor level. At least two groups—a manufacturers' association and a printer—seem to recognize it. #

From an Art Director's Viewpoint . . .

New Faces

There's one born every minute . . . and I'm a Goldfer

A TRUE MONKEY SHINE

By Andy Armstrong

Certain flowering plants can devour bugs. Certain birds can sing arias from *Tannhauser*. A moth species in Australia can count to twenty, by fives. But the face of a member of the primate order of mammals still holds the prize for Nature's strangest performance.

This thing we call a face—this tangled knot of sensory organs at the top end of someone's pinal cord—can arouse us to love or hate, pity or fear, envy or scorn, and to a full range of conditioned reflexes from slaps to kisses. Our involvement with a face grows stronger as the face comes closer. The face does not have to be real. In drawing or photography, it can pull the same response.

Big faces in advertising count heavily on this response. They are planned to push us into *feeling* something. We cannot be indifferent; we must react. The advertiser's biggest risk rides on *how* we feel—not only about the big face he shows us, but about the advertiser himself, for—in effect—the face is his own.

■ Not many years ago, advertisers gave an over-all impression of simpleminded optimism. Their big faces used to laugh all the time. Their carefully retouched teeth sparkled at every turn of the page. It was a gay world, certainly a little too gay to be real, but reassuring—like a doggedly cheerful Mardi Gras. And while believability often broke down before this insistence on the sweetness of life, the attempt to infect us with joy was never repulsively transparent. We excused the big faces as parents excuse the actors in a school playlet. We sweated out our embarrassment, knowing they meant well.

About two years ago, the big faces went into a transition from leering good fellowship to attitudes more spiritual. Little by little the grins faded behind the whisky, the soap and the cigarets. Foreheads began to show creases of preoccupation, cerebration, introspection. Attention gradually withdrew from us, going to someone or something just out of the picture. The big faces appeared not to know we were looking at them. They appeared not to give a fat hoot, either. They got busy, and we got lonely. We lost communication.

■ Today we must be entering another orbit. The big faces are swinging back toward us like wayward moons. But here, swimming into the reciprocal dream of the advertiser and the reader, is a neo-Freudian school of sad, lost, frightened faces, inviting us into their innermost problems, begging for our sympathy in their pitiful circumstances: their headaches and colds, their labored thinking about filters, their insurance predicaments, their conflicting emotions about their girl friends' smells. They seem to be appealing desperately, and close enough to steam our eyeglasses, for recognition as fellow sufferers in this vale of skinnier and skinnier expectations.

■ Was it better in the old days, when we were looking to the big faces for reassurance? Today the roles are switched. They are looking to us. The disturbing thing is that they are looking *like* us, and who in the world finds comfort in a mirror? #

On the Merchandising Front . . .

Floor Fixtures Run Wild

By E. B. Weiss

In the days before self-service and self-selection, the battle for counter space was frenzied. One consequence: Retailers were offered counter fixtures in such numbers that mile-long counters would have been inadequate to provide space for even a minor percentage of the available fixtures.

E. B. Weiss

Now precisely the same situation has developed in *floor* merchandise fixtures. An independent druggist reports being offered no less than 39 merchandise floor fixtures over a period of a few weeks. Included were fixtures for cameras and film, social stationery, adhesives, dentifrices, toothbrushes, various drug and cosmetic lines, etc. (This druggist reported he would not have had sufficient space for all those floor fixtures even if he had removed all of his own permanent fixtures!)

So merchandising history is repeating itself, but with a difference. When the counter fixture reached its heyday, giant retailing had not taken over such great gobs of total retail volume. Consequently, the independent merchant, who used counter fixtures more generally than did the early chains, provided at least a sizable "market" for the counter fixture.

■ But today giant retailing is the real target of most of the branded lines that are being made available in floor fixtures. However, giant retailers, in relation to their total floor square footage, use manufacturers' floor fixtures sparingly. Obviously, some manufacturers get their floor fixtures on the floors of some of the great chains, but these favored manufacturers represent only a tiny percentage of the suppliers who hopefully make floor fixtures available to their big retail accounts.

The manufacturer-supplied floor fixture situation sums up—currently—this way:

1. The floor fixtures tend to wind up in outlets that give the manufacturer the minor part of his total volume.

2. The percentage of floor fixtures used out of the total made available to the retailer by the majority of manufacturers is tiny.

3. Even where the fixture is used, too often it winds up in a mediocre or poor outlet and in an unsatisfactory floor location. (Among the chains the floor fixture may appear only in the least desirable store units.)

4. Moreover, the "housekeeping" of the fixtures tends to be poor.

5. Competitive salesmen tend to play hob with rival fixtures.

6. Out-of-stock, under-stock, unbalanced stock conditions are too seldom really remedied by the fixture.

7. It seldom remains on the floor long enough to make the investment pay off.

■ Now I must repeat that these charges do not apply to *all* fixtures supplied by manufacturers—nor do they apply to all retail stores that use these fixtures. On the contrary, some manufacturers have achieved wonderful records with their floor fixtures.

But what I am contending is that a situation has developed in which the merchandise floor fixture's chances of producing a sound return on the investment is lessening day by day. The reasons sum up this way:

1. Too many floor fixtures being offered.

2. The manufacturer, consequently, must give more, by way of fixtures, for less and less in returns.

3. The retailer is increasingly inclined to charge for the space occupied by the fixture—this, of course, is a trend that is currently being sparked by some of the cigaret companies, which are paying quite handsomely for space fixtures which they not only supply but which they also service! (And, just as retailers now add "production" costs to co-op linage charges, so will they, in time, add still other "costs" to space given to manufacturer-supplied fixtures.)

Am I suggesting a defeatist attitude toward floor fixtures? No. But I am suggesting a more realistic approach.

For example:

• 1. One of the objectives of many floor fixtures is to get the manufacturer's *full line* on the floor. More often than otherwise, the manufacturer's full line does not belong on the floor—particularly in volume outlets. Floor fixtures will do better, in other words, if they are really planned to achieve higher velocity of turnover—rather than designed simply to display a supplier's full line, including his slowest-moving numbers.

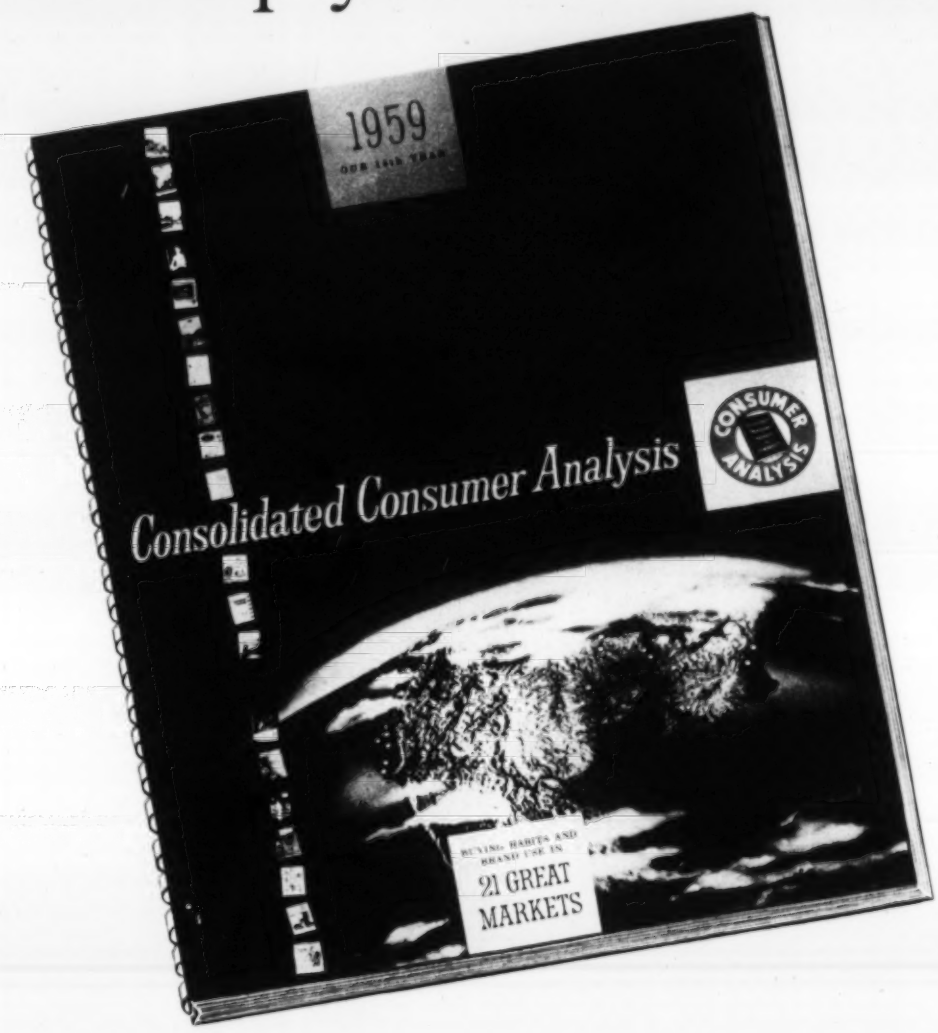
• 2. The floor fixture requires continuing merchandising and promotion—it must be designed, therefore, for flexibility, for mobility, for excitement, for change. Too many floor fixtures are immovable in all respects.

• 3. The floor fixture must come as a line so that types and sizes are available for each major type of outlet, for the various sizes of outlets, for various locations, etc. (It must even be usable *off* the floor.)

• 4. Obviously, the space occupied by the fixture must bear a sensible ratio to turnover.

• 5. Still more ingenuity must be shown in planning the fixture for minimum inventory and space requirements. One fixture, for example, was put on the market recently that includes a "catalog" or "special order" department on top of the fixture showing numbers not stocked on the

To help you sell in 21 important markets



Chicago Daily News
The Columbus Dispatch-Ohio State Journal
Denver Post
Duluth Herald and News-Tribune
The Fresno Bee
Honolulu Star-Bulletin
The Indianapolis Star and News

Long Beach Independent and Press-Telegram
The Milwaukee Journal
The Modesto Bee
Newark News
The Omaha World-Herald
Oregon Journal (Portland)
Phoenix Republic and Gazette

The Sacramento Bee
The Salt Lake City Tribune
and Deseret News
The San Jose Mercury and News
The Seattle Times
St. Paul Dispatch and Pioneer Press
The Washington Star
Wichita Eagle

Get the 1959 Consolidated Consumer Analysis showing product use, brand positions and trends

The 14th annual edition of the Consolidated Consumer Analysis brings you a nation-wide picture of shopping habits with 21-market comparisons in 125 product classifications, including brand positions, a three-year trend in product use and median product use. This 140 page digest of 21 Consumer Analysis surveys shows the competitive situation, consumer acceptance and sales potentials, as well as basic data on population, households, income and retail sales in each of the 21 markets.

SUBJECTS COVERED

FOOD PRODUCTS: Baby foods, bacon, coffe, cake mix, pancake and waffle mix, dog food, frozen foods (beef, chicken and turkey pies; Chinese foods; fruit and berry pies; vegetables), frozen orange juice, margarine, soda crackers, tuna fish, wieners, peanut butter.

SOAPS, ALLIED PRODUCTS: Bleaching fluid and powder, laundry starch, scouring cleansers; toilet soap; soaps and cleaning agents for dishes, fine fabrics, laundry, linoleum or tile floors, walls, woodwork; floor wax.

DRUGS, TOILETRIES: Antacids, deodorant, facial cream, facial tissues, hair spray, hair tonic and dressing, lipstick, headache remedies, home permanent waves, nail polish, shampoo, electric shavers, shaving cream, tooth paste.

BEVERAGES: Beer, wine, soft drinks.

MISCELLANEOUS: Which day most groceries are bought, housewives working, family income, composition of family, girdles, brassieres, cigarets, cigars, paper napkins, toilet tissue, aluminum foil, air line travel, vacation plans, transportation, paper towels.

AUTOMOTIVE: Automobile owenrship; plans to buy, new and used, by make; own second car, make, model, new or used; gasoline, oil, tires.

HOMES, APPLIANCES: Washing machines and dryers, dishwashers, cooking ranges, refrigerators, food freezers, power mowers, home owners, painting, television.

Get your copy from one of the newspapers or their representatives

fixture itself; a good idea.

• 6. Special fixturing programs must be developed for giant outlets. And this means not only properly designed fixtures and promotional material for these outlets but, very probably, payment for space.

• 7. Automatic or semi-automatic re-order systems are desirable where the fixture is not regularly serviced by the suppliers.

■ However, I do not have the space to draw up a complete program for winning wider use for merchandise floor fixtures, assuming I have the knowledge, which is dubious. But I would like to impress upon manufacturers the wisdom of re-evaluating their floor fixture programs. Generally speaking, I think too many floor fixtures are desk-conceived, rather than conceived on the retail floor and, consequently, returns from the total dollar invested in floor fixtures today by manufacturers is—I'm sure—at an all-time low. #

Salesense in Advertising . . .

Much Advertising Is Very, Very Good

By James D. Woolf
Creative Consultant

Contributors to this Feature Section, including this present writer, frequently express their disapproval, as a matter of personal opinion, of a given advertisement or campaign.

James D. Woolf

I cannot speak for my fellow contributors, but I can say that my unfavorable criticisms almost invariably bring irate letters to my desk. "If you think advertising is so lousy," asks one wrathful penman, "why don't you do something else for a living?" Asks another recent letter-writer: "Advertising has been good to you; why do you bite the hand that feeds you?"

My comments have dealt almost exclusively with national magazine advertising, and seldom do I venture into the fields of newspaper, radio and tv. Advertising in the better national magazines is far from lousy; most of it is very good indeed. This fact was impressed on me today as I examined the May issue of *Ladies' Home Journal;* it is a veritable treasure-trove of skilfully prepared advertising. Five typical full pages are shown here.

■ This advertising is notable in several respects: (1) it is attractive and eye-catching from the standpoint of layout, art, and typography; (2) it is well-written; (3) it is informative and helpful; (4) its promised benefits are desirable and credible; (5) it indulges in no bombast or shrill exaggeration; (6) it employs no silly and irrelevant off-beat gimmicks; (7) it is as pleasant to look at and read as the editorial matter of the magazine itself.

But despite this general level of excellence, there appear from time to time advertisements which fail to measure up to my personal conception of merit and praiseworthiness. Such ads I shall continue to discuss in this column (I hope constructively) and let the chips fall where they may.

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

Ideas Make Pictures

Your visual ideas, whether as rough "Drawthink" sketches or as written or verbal descriptions, should aid and inspire the artist working with you.

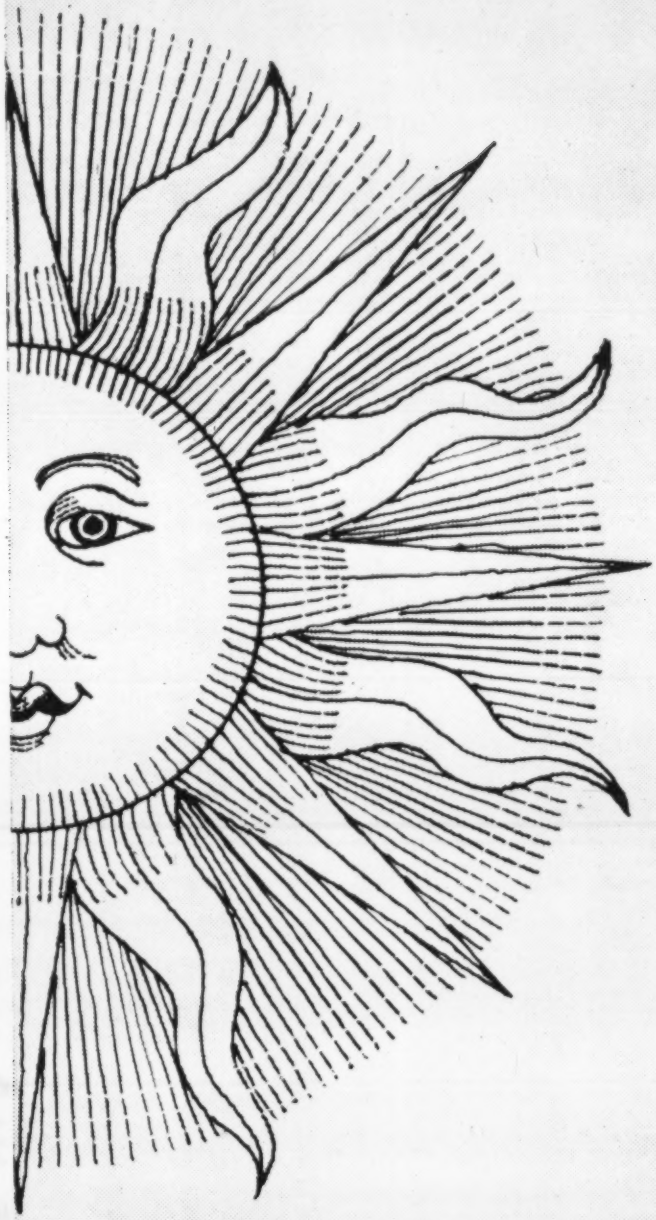
Here are some good visual *ideas* that did just that for me. Ideas from a writer-art director team (top) and a writer.

The Illinois Power Co. message is made stronger by showing the back of the boy's head, focussing attention on the screen. I might have "rendered" this in many different ways, but the *idea-power* would remain.

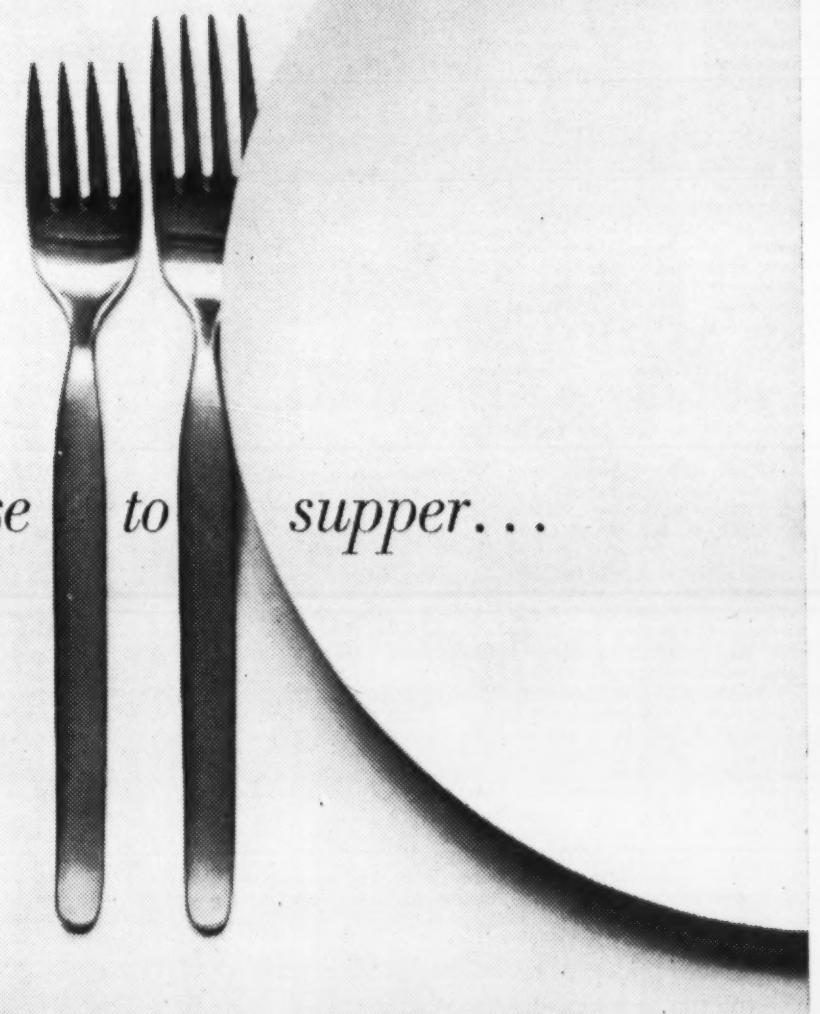
While drawing the *"Dan Dunn"* adventure strip, I had to compose 35 to 40 frames each week. Author Allen Saunders' visual thinking helped me tremendously. More than half the time I could "lift" from his rough but good compositions (as I did here), to render a dramatic, lively or comic scene.

Idea and layout: K. C. August, Mel Miller.
Agency: Roche, Rickerd & Cleary.
Client: Illinois Power Co.
Illustration: Paul Pinson.

Writer-sketcher: Allen Saunders
Illustration: Paul Pinson



sunrise to supper...



WRCA-TV LEADS NEW YORK DAYTIME TV!

From 6 a.m. to 6 p.m., Monday through Friday, WRCA-TV is No. 1 in New York—delivering more homes than any other station! More homes, more total viewers, more adults... at rates well under those of the nearest competitor. ■ Programming is what makes the difference. New York prefers Channel 4's variety of daytime entertainment and service programs, including such shows as: The Price Is Right, Today, Hi Mom, Dr. Joyce Brothers, Treasure Hunt, Tic Tac Dough, County Fair and Movie • 4. ■ Dawn to dark, no matter what it is you're selling, the proper setting is **WRCA-TV • 4**

NBC IN NEW YORK SOLD BY NBC SPOT SALES

SOURCE: NEW YORK NSI, APRIL 1959 (AVERAGE ¼ HOUR HOMES) / NEW YORK NSI, MARCH-APRIL 1959 (AUDIENCE COMPOSITION)

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Where Will the New Talent Be Found?

To the Editor: Almost every week we hear the same words as those headlined in the April 27 issue of ADVERTISING AGE: "Dwindling talent pool called peril to network tv."

The speaker this time was Philip L. McHugh, vp for tv-radio, Campbell-Ewald Co., Detroit.

We are much in agreement. Soon automation and syndication will eliminate talent altogether—because as Mr. McHugh points out, there is a real lack of some "real method for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity."

Because there is NO SUCH METHOD OR PLAN—the "new" talent must suffer in comparison with our "oldsters." Since I have been associated with the field of comedy for more than 20 years, my concern is with comedy and humor. There are no new comedians who can compete with Bob Hopes, Jack Bennys, Phil Silvers, Red Skeltons—all who have had long training in vaudeville, films, radio—before they made their tv impact.

Because new talent suffers, they are quickly sent running after two or three years of popularity. And replaced by films!

Where will the new talent come from? Where? Out of the shoe stores? Out of the supermarkets? Out of the sales departments?

But if these influential speakers—like McHugh, and the so-many others who shout this need—would give some leadership, we could develop talent.

I'm associated with the Comedy Workshops of America, which has offered to coordinate a Comedy Development Plan for the network for 15 years! And not once have they so much as discussed or examined it closely.

Let's have more leadership, more action, and fewer words! Talent abounds in America—but it is rusting, it is dying on the vine, it needs Action, for Activity Begets Activity. I'm willing to discuss this at an open forum—I'm willing to lend my time and effort. If your readers want to exchange ideas, they can write to me.

George Q. Lewis,
New York.

• • •

Drink Up, Boy

To the Editor: Subject: Mis-use of females in liquor advertising.

The only possible caption for

this House of Lords illustration is: "Drink up, boy, then I'm gonna roll you."

Your life depends on the way you drive. . .

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

Emba Asks Ranking

To the Editor: I note on Page 43 of the April 27 issue of ADVERTISING AGE, you have presented a table of the 50 top international advertisers for 1958. Examining the figures, I am surprised to note that our client, the Mutation Mink Breeders Assn., of Racine, Wis., marketer of "Emba" brand mink, is not included.

Emba mink is advertised heavily, both in the U. S. and abroad, cooperatively with leading furriers as well as institutionally, both in consumer and trade media, and is strongly backed up with merchandising aids. As a rule, fashion and prestige magazines are emphasized. I am not sure of the basis of your computations, so I will give you some detail:

In 1958, in foreign consumer and trade magazines, including money put up by cooperating furriers, Emba spent $182,495.

If you exclude trade advertising, the figure was $173,575.

If you exclude the cooperating furriers' share, but include trade, you get $129,474.

And finally, if you exclude both the cooperating furriers' share and trade advertising, you get Emba alone in 1958 spending $120,554 in foreign consumer magazines.

So, depending on which figure is comparable to the ones given in your table, Emba should rank among the 50 top international advertisers as No. 3, No. 5, or No. 6.

Albert Woodley,
President, The Albert Woodley Co. Inc. New York.

• • •

Port Handles Blue Spark

To the Editor: Your news item referring to the advertising campaign for Blue Spark shaving cream (House for Men Inc.) on Page 106 in your May 11 issue erroneously listed the advertising agency handling the account as Lund & Willett Inc.

Harry F. Port Advertising, Chicago, has been handling this account since March 5 of this year.

Harry F. Port Jr.,
President, Harry F. Port Advertising, Chicago.

• • •

John Hobson & Partners' Billing Is $7,000,000-Plus

To the Editor: I understand that in a fairly recent issue you listed the billings of certain overseas agencies among which we figured.

The figure that you gave for us (you had certainly starred it as being computed) was quite a bit too low. I should inform you that we are currently billing at the rate of £2,500,000 a year (say, seven million dollars) and that our billings in 1959/60 will be considerably in advance of this figure.

Would you be so kind, when you produce your next set of figures, to refer to us in advance so that we can get this little matter right?

John Metcalf,
Deputy Chairman, John Hobson & Partners Ltd., London, England.

In its annual agency billings issue (AA, Feb. 23) ADVERTISING AGE estimated Hobson agency billing in 1958 to be approximately $3,640,000.

• • •

Past 40? Watch Out

To the Editor: As we all know so very well, weird things often happen when the wrong advertisements are placed side-by-side—whether in print, on billboards or over the air.

One of the weirdest examples

the only iron used by men who
THE GLOBE-TROTTER
THE ONLY IRON YOU NEED... IS IN YOUR GOLF BAG!
Cyanamid puts "easy care" into these new originals by John Weitz of Printzess Square.
CYANAMID

I've seen recently is enclosed. I thought it might be of amusing interest to your "past 40" readers. It's from the May issue of the *Minnesota Farmer*.

Clayton Kaufman,
Director, Sales Promotion and Research, WCCO Radio, Minneapolis.

• • •

Berates Negative Attitude

To the Editor: I was glad to come across Arthur C. Mayer's remarks about James D. Woolf in The Voice of the Advertiser. For a while I thought it was I who was lacking somehow or another in that I failed to see any merit in Mr. Woolf's comments on advertising.

For one thing, it seems to me that Mr. Woolf's negative attitudes are completely contradictory to his title of "creative" consultant.

If the article in the April 27 issue of AA is a sample of Mr. Woolf's "creativity" *or* "sales sense," I am completely repelled from sending for his $5.95 book.

George A. Thoma,
Advertising Manager, Thor Power Tool Co., Aurora, Ill.

• • •

How to Sell Autos

To the Editor: Although my radio and tv copywriting performances are currently in an inactive classification, I've had enough experience in writing radio and tv spots for automobile dealers to take exception to the remarks reported in AA (May 11) emanating from Walter B. Cooper, chairman of the National Automobile Dealers' Assn.

If the majority of automotive dealers sincerely believe, as Mr. Cooper evidently does, that deceptive and unbelievable ads are being written by radio and tv copywriters, and strictly on their own, it's easy to see why these dealers readily fit into the "Advertisers Who Get the Least Results from their Advertising Efforts" category.

If these ads are being written, it's usually at the insistence of the dealer or the agency handling the account. Copywriters, especially in the broadcasting media, are very conscientious—sometimes overly so—and if dealers would listen to many of them, they might find more potential customers coming into the showrooms.

Many dealers feel that since they have shown an ability to sell many automobiles, they're experts in all types of sales activity. Radio and tv, like all advertising media, are "influence" products, not necessarily of a tangible nature. Their main use is to influence potential customers. That's why the automotive manufacturers have had to resort to pre-selling potential buyers. The dealers showed an amazing lack of know-how.

Instead of trying to degrade and chastise copywriters, let them show you how to get more potential customers into your showroom. Then you can show them how to sell automobiles.

Michael Ruppe Jr.,
Circulation Director, KWK Radio Inc., St. Louis.

• • •

'The Only Iron' Repeated

To the Editor: It seems a good advertising idea is timeless, although I am quite surprised that a firm the size of Cyanamid cannot afford original thinking.

I enclose the ad this agency ran in the *New York Times Magazine* for our client, Ainsbrooke, in January, 1958. Lo and behold, the same theme for precisely the same type of merchandise (wash 'n' wear) pops up in the same publication just about 15 months later.

We knew it was a good idea when we used it and frankly, we knew it was so good that it would be copied. . .

Gerald H. Keller,
Gerald Keller Co., New York.

To Reprint Weiss on Appliance Merchandising

To the Editor: We would like to have your permission to make approximately 100 offset copies of the article by E. B. Weiss, titled "Appliance Merchandising in a Fool's Paradise," which appears on Page 65, ADVERTISING AGE, April 6 issue.

Distribution will be limited to distributors of electric appliances and utility merchandise men in Minnesota, North and South Dakota.

We are a non-profit organization, dedicated to promoting the goods and services of the electrical industry.

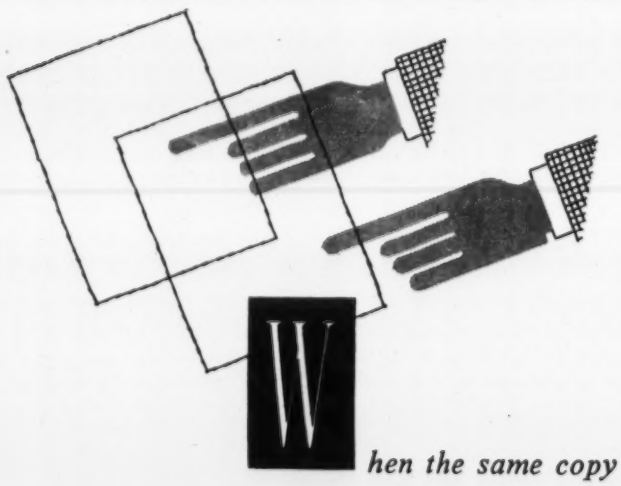
A. H. Kessler,
North Central Electrical League, Minneapolis.

• • •

Note to Models

To the Editor: Something that is spoiling our enjoyment of our weekly page-by-page reading of ADVERTISING AGE is a matter you have nothing to do with and are not responsible for—the photographs of persons in ads. The unnamed persons looking directly out at us prompt such a fast turn of the pages, we are missing probably some fine, informative messages.

Harold R. Gingrich,
Radio-TV Advertising, Oak Park, Ill.



When the same copy is used for national advertising in media printed by letterpress and gravure it is advantageous to order plates for letterpress and gravure from CM&H

COLLINS, MILLER & HUTCHINGS, INC.
LETTERPRESS
GRAVURE

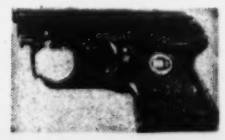
MEN PAST 40

Afflicted With Bladder Trouble, Pains in Back, Hips, Legs, Nervousness, Tiredness.

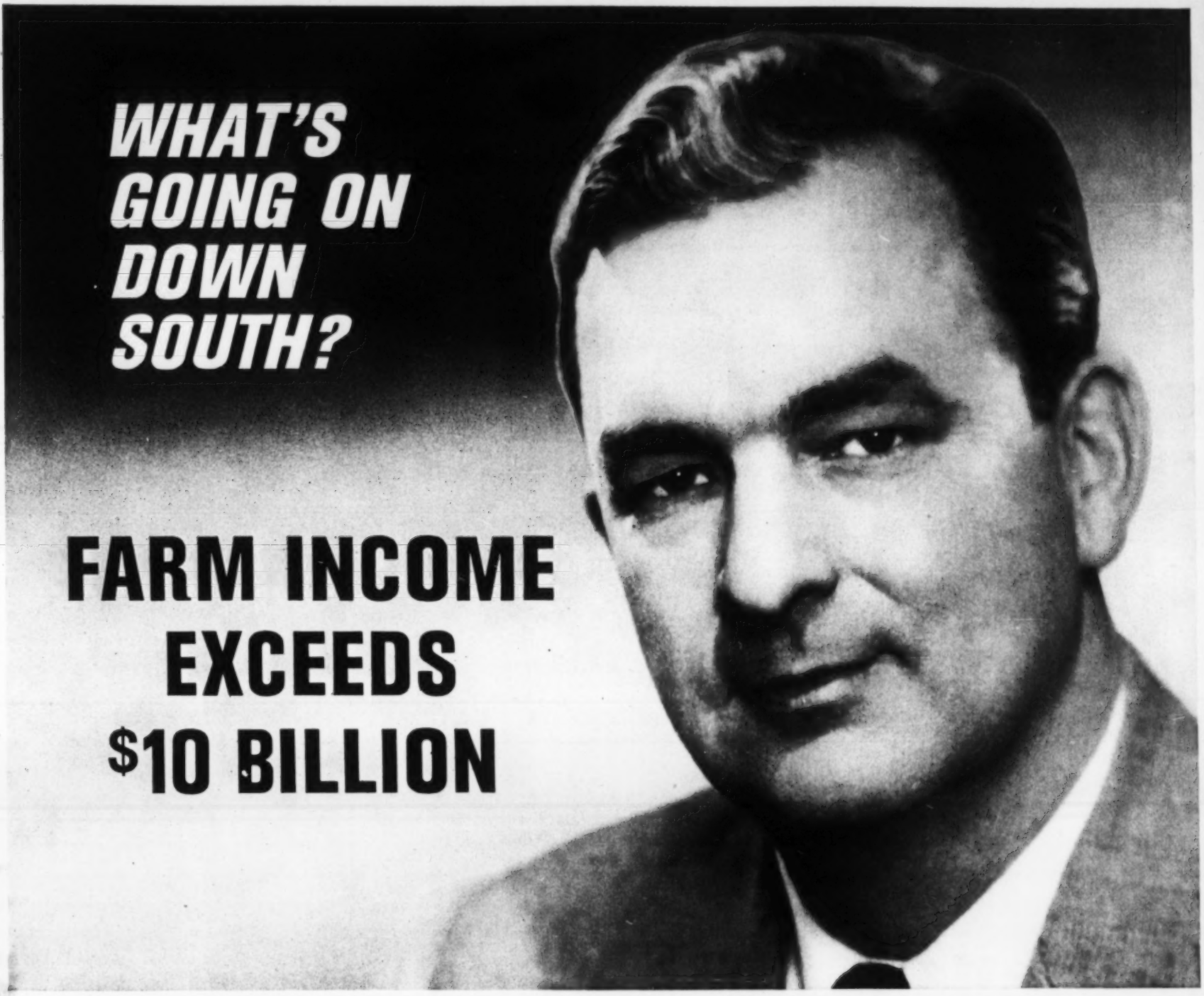
If you have these troubles, particularly bladder trouble, then your condition may be traced to Glandular Inflammation . . . a constitutional disease. Medicines that give temporary relief will not remove the cause of your trouble. Neglect of Glandular Inflammation often leads to premature old age and sometimes incurable malignancy.

The past few years men from over 1,000 communities have been successfully NON-SURGICALLY treated here at Excelsior Springs for Glandular Inflammation. They have found soothing relief and a new outlook in the future of life.

The Excelsior Medical Clinic, an institution devoted exclusively to the treatment of diseases peculiar to older men, has a NEW FREE BOOK that tells how Glandular Inflammation may be corrected by Proven NON-SURGICAL treatments. This FREE BOOK may prove of utmost importance in your life. Write today. EXCELSIOR MEDICAL CLINIC, Dept. B-4540 , Excelsior Springs, Mo.



The skilled hand of the German gunsmith is responsible for this .22 caliber, 6-shot repeater automatic with self-ejecting clip. Just 4" long fits easily into pocket or purse. Ideal for sporting events, stage use, (not available to Calif. residents.) Comes for $6.95 ppd. from Best Values, Dept. K277, 403 Market, Newark, N.J.



"ONE OF THE MOST SIGNIFICANT DEVELOPMENTS *in our national economy during the last 10 years has been the dynamic progress made by agriculture in the South. Purina is proud to have had a part in this development. Of our 14 modern Chow mills in the South, 11 were built during the last 10 years. Our continuous surveys show that Southern farmers look first to farm magazines—and particularly to The Progressive Farmer — for information on today's fast-changing agriculture. Purina looks first to The Progressive Farmer for specialized coverage of the rural South.*"

J. E. STREETMAN, *Vice President and Director of Marketing*
Ralston Purina Company

For 73 years, The Progressive Farmer has consistently urged its subscribers in the 16 Southern states to develop a "two-armed" system of farming – crop production balanced with livestock production, for a bigger and more stable farm income.

Today, this long crusade is bearing fruit. Southern farm income soared above $10 BILLION in 1958, a gain of 15% over 1957 . . . and almost half of this income is from livestock and livestock products.

No wonder the *rural* South is a big market for Purina. It's a huge and fast-growing market for all kinds of consumer goods. Start now to put the power and the prestige of The Progressive Farmer to work for you – selling your product to 5,700,000 Southerners.

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

TESTING

one · six · two

Libby's selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U.S. cities of 150,000 pop. Sixth in U.S. cities regardless of population and second in New England regardless of size.* Libby's Beef Stew is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate. *Source Sales Management

100% coverage of city zone 94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Cole Fischer Adds Accounts

Hufford Corp. and Sancor Corp., El Segundo, Cal., have appointed Cole Fischer Rogow Inc., Beverly Hills and New York, to handle their advertising. Hufford, a division of Siegler Corp., manufactures metal fabricating units, machine tools and equipment for the missile and aircraft industry. Sancor, also a subsidiary of Siegler, manufactures ground support equipment for missiles and aircraft.

Arpan Named Institute Head

Floyd G. Arpan, Northwestern University professor of journalism, has been named director of the Business Press Institute at the university's Medill school of journalism, Evanston, Ill. Jack Z. Sissors, assistant professor of journalism, has been appointed assistant director. The institute is to be a center for information about the business press and will offer seminars and short courses for professionals in the business press field.

AMATEURS—*Southwest Airmotive Co., Dallas, is using "amateur" models in its new campaign. The fisherman in this ad is Carroll Rather, the company's purchasing agent. Other ads include personnel of the company's agency, Don L. Baxter Inc.*

Plenty of white space

doesn't get extra attention

on Saturday afternoon.

The pay off for every marketing dollar you invest is riding on what happens in the super market between 9 a.m. Friday and 6 p.m. Saturday night.

In these 20 hours, more than 60% of the week's sales are checked out. Twenty busy hours when the men in the store are checking, carrying, counting, cleaning, answering, ordering . . . busy doing *everything but stocking* the shelves.

It's in these last 20 hours where the finest advertising, the hottest promotion, the biggest sales push can stall . . . for one simple reason:

There isn't enough shelf stock to meet the demand. Every out-of-stock hour during this peak rush costs your product 3% of the week's sales its marketing effort has earned.

It takes some pretty high priced displays, or costly deals to make up the deficit a Saturday afternoon stock-out creates.

How far less expensive and more efficient it is to reduce the O.O.S. deficit . . . by going after the shelf space your marketing dollars have earned.

Retailers don't like stock-outs either. In fact, articles on shelf space management always earn "best read" features in Progressive Grocer. (Which incidentally, is the best read publication in the food business.)

Tell super market men why they should order more . . . stock more of your brand. Talk to them directly with advertising in the magazine food retailers act on.

You'll get action too . . . where it pays . . . in the last 20 hours.

Progressive Grocer

The Magazine of Super Marketing

Gets to every chain, co-op, voluntary headquarters — every super market — the stores where 4 out of 5 Americans shop.

Most Entrants in Consumer Contests Are Family People

NEW YORK, May 19—The majority of entrants in consumer contests earn $5,000 or more a year, have a family and own a home, according to a survey by Bruce, Richards Corp., contest consultant.

The study, reported in the May issue of the Bruce, Richards "Contest News Bulletin," shows that 45.6% of the people entering contests are in the $5,000-$8,000 a year income bracket, and 13.8% earn more than $8,000 a year. Only 40.6% earn less than $5,000.

The majority of contestants are also family people, Bruce, Richards says, with 76% having children and 62% owning their own homes.

▪ Other findings: More women enter contests more frequently than do men (40.1% of the women said they enter often, compared with 30.1% of the men); the two most popular types of contest are completing the last line of a jingle, and sweepstakes (no skill involved); the majority of people prefer a contest with a few large and many small prizes to one with several very high value prizes; and a great majority say they would prefer cash prizes to merchandise, car or vacation of equal dollar value. #

Gershuny Joins Weiss Agency as Plans Board Chairman

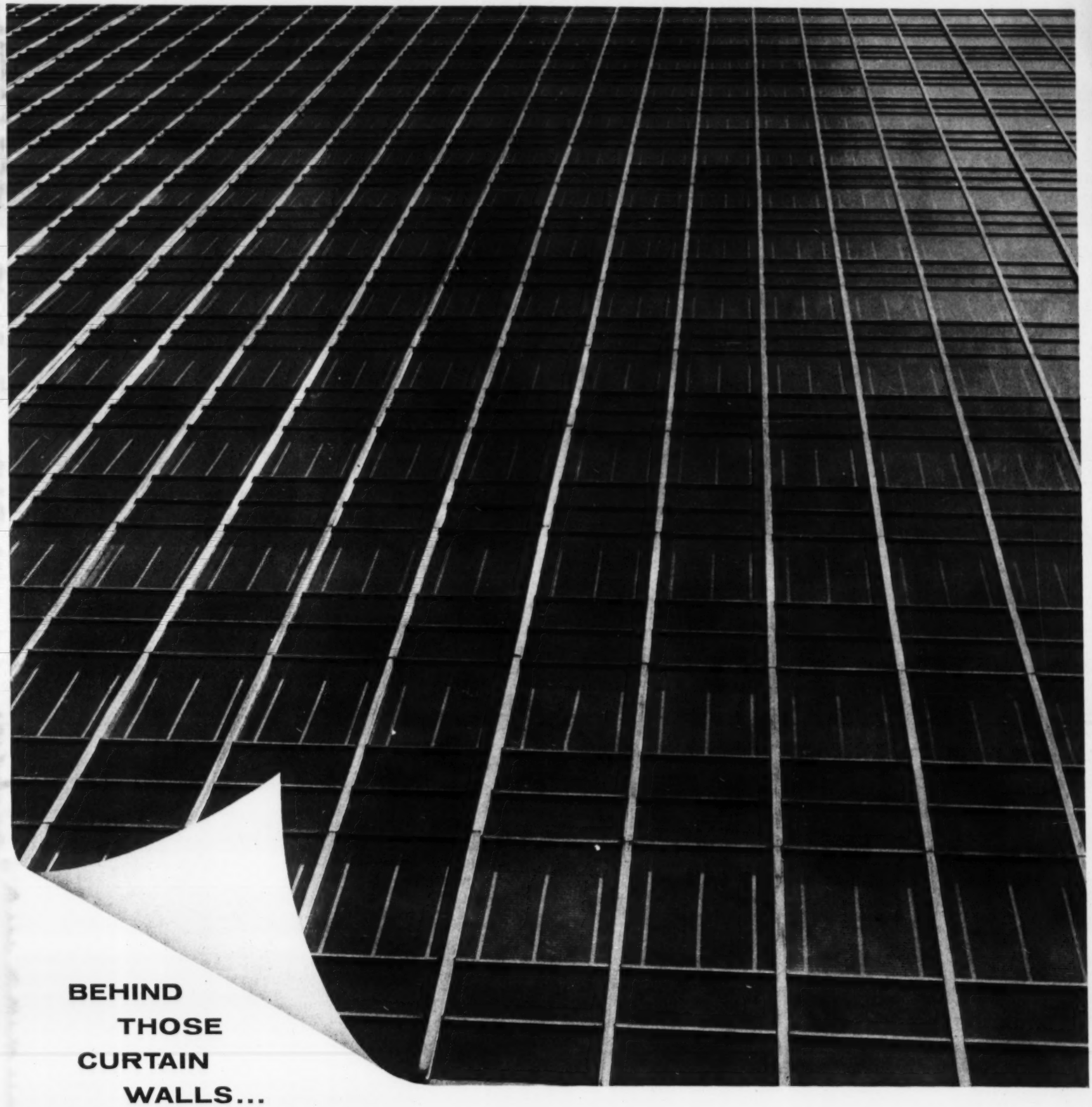
Sam Gershuny, who was an account executive on the Bell & Howell Co. and Swift & Co. accounts at McCann - Erickson, Chicago, has joined Edward H. Weiss & Co., Chicago, as vp and chairman of the plans board.

Sam Gershuny

Mr. Gershuny also will be account supervisor on the James B. Beam Distilling Co. account at Weiss.

Gammell Is Ramsey Winner

L. W. Ramsey Co., Chicago and Davenport, has awarded its annual Ramsey advertising internship award to Jimmy Lee Gammell, advertising student at State University of Iowa. The award, designed to provide an outstanding advertising student with an opportunity to study the operations of agency work between his junior and senior college years, enables Mr. Gammell to spend the summer months as a salaried staff member in Ramsey's Davenport office.



BEHIND THOSE CURTAIN WALLS...

Since the end of World War II, builders, architects, engineers, realtors, etc., had been merrily rolling along under the notion that there were no loopholes in their curtain walls. And then came a story in Engineering News-Record.

In typical EN-R fashion, the editors didn't just skim the surface and weren't afraid to step on a few toes. They checked into the problems thin wall buildings were encountering from coast to coast. Queried building owners and tenants. Weighed esthetic effects against practical problems. Compared heating and cooling costs. Compiled data on leakage, maintenance, condensation, sunlight, rainfall, color, etc. And ended up with a step-by-step guide on how to avoid some of the common pitfalls curtain wall constructors were running into.

The article quickly became a reference piece. It sparked comments from top contractors, engineers, designers and architects in every corner of the nation. It had to go on the press again and again in order to keep up with reprint requests. It was used as the subject of editorials in other magazines in the industry. And it even halted plans of a multi-million dollar skyscraper, pending revision of specifications to EN-R recommendations.

Engineering News-Record's curtain wall article is an example of outstanding business magazine journalism... the type regularly provided by EN-R's staff of some 200 editors, reporters and correspondents in the U.S. and throughout the world. No wonder almost a quarter of a million readers—the largest, most powerful audience of construction men ever assembled by a magazine—depend on Engineering News-Record every week!

You sell the men who build America through

ENGINEERING NEWS-RECORD
THE CONSTRUCTION WEEKLY

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

Two Branch Offices Opened

Two branch offices of Advertising Agencies Inc., Studio City, Cal., have been opened in Canada. Already represented by branches in New York and Chicago, the company's new additions will be located at 48 Crockford Blvd., Scarborough, a suburb of Toronto, and 1350 E. Georgia St., Vancouver.

Whitney Chain to Llewellyn

Whitney Chain Co., Hartford, Conn., a subsidiary of Foote Bros. Gear & Machine Corp., has appointed Ross Llewellyn Inc., Chicago, to handle its advertising Wade, Woodward & Whitman, Westport, Conn., is the former agency.

DeGarmo Advances Caiola

Leonard Caiola has been promoted from director of industrial accounts at deGarmo Inc., New York, to vp in charge of industrial accounts, a new title.

Cox Joins 'SEP'

William Edward Cox, formerly with Johnson & Johnson, has joined *The Saturday Evening Post* as a trade relations representative.

April Sales of Chain Stores

	April 1959	April 1958	% Gain or Loss	4 Months 1959	4 Months 1958	% Gain or Loss
Variety and Miscellaneous						
[a]American Stores	$ 53,637,666	$ 66,600,006	—19.5	$ ————	$ ————	——
[b]Beck Shoe	4,517,591	5,533,885	—18.4	17,581,302	17,209,380	+ 2.2
[c]Bond Stores	6,421,255	6,491,993	— 1.1	66,060,765	65,250,027	+ 1.2
Butler Bros.	13,303,388	11,525,659	+15.4	54,071,152	46,597,245	+16.0
[c]Diana Stores	2,792,223	3,000,072	— 6.9	29,550,215	27,082,539	+ 9.1
Edison Bros.	9,693,667	10,602,319	— 8.6	36,221,414	30,650,898	+18.2
Fishman, M. H.	1,061,799	1,224,316	—13.3	3,725,688	3,702,488	+ 6.3
[d]Franklin Stores	3,002,426	3,108,973	— 3.5	36,107,120	33,087,335	+ 9.1
[f]Gamble-Skogmo Stores	11,766,386	9,726,883	+21.0	40,027,040	33,160,825	+20.7
Grant, W. T.	32,324,523	32,142,959	+ 0.6	115,078,898	101,210,586	+13.7
[e]Grayson-Robinson Stores	4,181,898	3,319,760	+26.0	41,247,814	31,219,325	+32.1
[f]Green, H. L.	9,580,026	10,655,566	—10.1	27,682,676	26,902,601	+ 2.9
[f]Hartfield Stores	1,685,049	1,589,014	+ 6.0	4,903,233	4,186,447	+17.1
[f]Interstate Dept. Stores	4,867,713	5,164,326	— 5.7	13,136,168	13,099,519	+ 0.3
Kinney, G. R.	5,710,000	6,058,000	— 5.7	21,800,000	17,721,000	+23.0
Kresge, S. S.	27,465,274	29,790,135	— 7.8	106,745,843	100,141,568	+ 6.6
Kress, S. H.	10,706,813	11,385,124	— 6.0	43,847,791	39,985,997	+ 9.7
Lane Bryant Inc.	6,708,742	6,335,082	+ 5.9	24,332,158	22,431,801	+ 8.5
[f]Lerner Stores	13,448,588	15,349,167	—12.4	41,132,787	37,445,189	+ 9.8
[g]Mangle Stores	3,096,117	2,307,385	+34.2	9,941,876	8,179,000	+21.6
McCrory-McLellan Stores	12,033,572	13,344,957	— 9.8	47,085,116	44,655,133	+ 5.4
Melville Stores	9,121,857	12,352,924	—26.3	38,161,120	34,772,387	+ 9.7
[f]Mercantile Stores Inc.	11,438,000	11,405,000	+ 0.3	32,789,000	30,696,000	+ 6.8
[c]Miller-Wohl Co.	3,211,612	3,362,493	— 4.5	31,687,349	29,731,244	+ 6.6
[h]Murphy, G. C.	16,501,639	16,266,640	+ 1.4	59,344,181	52,450,611	+13.1
National Shirt Shops	1,461,866	1,615,195	— 9.5	5,220,712	4,862,159	+ 7.4
Neisner Bros.	4,748,251	5,372,536	—11.6	18,044,455	17,357,720	— 4.0
Newberry, J. J.	15,733,420	16,574,468	— 5.1	61,005,014	54,950,848	+11.0
Penney, J. C.	101,386,387	100,236,162	+ 1.2	274,457,896	252,935,271	+ 8.5
Rose's Stores	2,377,168	2,214,971	+ 7.3	8,760,751	6,888,081	+27.2
[i]Shoe Corp. of America	6,146,793	7,397,253	—16.9	25,145,130	23,111,659	+ 8.8
[f]Sterchi Bros.	1,459,348	1,283,455	+13.7	2,514,296	2,287,709	+ 9.9
Western Auto	24,535,000	18,233,000	+34.6	74,926,000	61,145,000	+22.5
White Stores	4,006,370	3,536,761	+13.3	14,388,625	11,823,282	+21.7
[h]Winn-Dixie	52,870,451	47,283,186	+11.8	562,375,411	495,304,799	+13.5
Woolworth, F. W.	60,662,769	68,620,142	—11.6	243,155,600	232,240,431	+ 4.7
Group Total	$ 553,035,647	$ 579,116,467	— 4.5	$2,232,254,596	$2,014,476,104	+10.8
Food Chains						
Colonial Stores	34,716,192	34,821,997	— 0.3	135,181,921	137,732,848	— 1.9
Grand Union	46,857,386	34,189,370	+37.1	103,887,244	77,675,869	+33.7
Jewel Tea	34,436,467	33,479,270	+ 2.9	138,753,040	132,431,841	+ 4.8
Kroger Co.	146,744,347	137,506,832	+ 7.0	577,368,016	544,991,607	+ 6.0
[f]National Tea	62,335,555	58,459,947	+ 6.6	248,051,592	233,702,357	+ 6.1
Group Total	$ 325,089,947	$ 298,457,416	+ 8.9	$1,203,250,813	$1,126,534,522	+ 6.8
Mail Order						
[f]Sears, Roebuck	399,591,600	303,707,704	+11.8	875,545,772	777,218,651	+12.7
Spiegel	18,214,260	11,167,069	+63.1	55,454,713	35,400,745	+56.6
[m]Montgomery Ward	100,295,362	87,818,018	+14.2	260,242,862	221,909,239	+17.3
Group Total	$ 458,101,222	$ 402,692,791	+13.8	$1,191,243,347	$1,034,528,635	+15.1
Drug Chains						
Peoples	6,460,488	5,772,348	+11.9	26,270,829	22,276,852	+17.9
Walgreen	21,803,647	20,373,954	+ 7.0	87,439,704	79,788,573	+ 9.6
Group Total	$ 28,264,135	$ 26,146,302	+ 8.1	$ 113,710,533	$ 102,065,425	+11.4
Combined Total	$1,364,490,951	$ 1,306,412,976	+ 4.4	$4,740,459,289	$4,277,604,686	+10.8

[a] Sales for four weeks ended April 25 were adversely affected by shut downs of 126 stores during entire month in northern New Jersey due to strike. [b] Four weeks April 25; 17 weeks April 25. [c] Nine month period. [d] Ten month period. [e] Includes sales of Peerless Camera Stores, acquired in June 1958 and includes sales of Willoughby Camera Stroes, acquired in April 1959. [f] Three month period. [g] Four weeks May 2; 13 weeks May 2. [h] Sales of 89 Morgan & Lindsey Inc. stores from April 11, 1959 are included in these figures. [i] Does not include Beck Shoe figures. [j] Two month period. [k] Four weeks May 2; 44 weeks May 2. [l] Four weeks April 25; 16 weeks April 25. [m] Four weeks April 29; 13 weeks April 29.

McCall's Patterns Join Quaker Oats in Spring Push

CHICAGO, May 19—A seemingly unlikely pair—ready-to-eat cereals and fashionable women's apparel—are tied in for a promotion Quaker Oats Co. currently has going with McCall's pattern operation.

On 7,200,000 packages of Quaker's Puffed Wheat, Puffed Rice and Muffets Shredded Wheat now on grocers' shelves, the advertiser is offering, for 25¢ and a box top, one of three McCall's dress patterns designed by Luis Estevez, an internationally famous designer whose creations usually retail from $75 to $200, Quaker says.

To push the idea harder, these packages contain a McCall's apron pattern as a premium, believed to be the first time such patterns have found their way into cereal boxes as premiums.

■ Timed to coincide with the seasonal up-swing in women's interest in fashions, the promotion got under way May 1. Four-color ads are appearing in May issues of *Everywoman's Family Circle, McCall's* and *Western Family*. Ads are also appearing in the First Three Markets papers, in *American Weekly, Parade* and in independent supplements.

Tv support of the offer is being carried on "Disneyland" and "As The World Turns" (both CBS-TV) and "Ozzie & Harriet" (ABC-TV) and with spots in 160 markets.

May issues of *Co-ed, Forecast For Home Economists* and *Practical Home Economics* are being used to reach teen-agers and teachers.

Quaker's store promotion material includes an 8'-high spectacular featuring a life-size model wearing a real apron made from the premium pattern.

Wherry, Baker & Tilden, Chicago, handles Quaker's ready-to-eat cereals. #

Wilding Names Henderson VP

Allan J. Henderson has been appointed vp of creative development of Wilding Inc., Chicago. Mr. Henderson will maintain headquarters in Detroit, where he has been vp of creative services of Wilding-Henderson, the company's Detroit subsidiary. He headed his own company before it was purchased by Wilding in 1957.

Posturect Chair Signs Agency

Precision Posturect Chair Corp., Chicago, has appointed Irving J. Rosenbloom & Associates, Chicago, to handle its advertising. The corporation, a division of Precision Metal Workers, is a new advertiser.

PREMIUM—*Colgate-Palmolive is offering an Italian harlequin beach bag, valued at $3, for $1 and a sales receipt from any size Cashmere Bouquet talcum powder.*

ADVERTISEMENT

Glenda the beautiful secretary

"The smart office supply salesmen know. To get an order in this office, it's okay to see the boss—but it's better to sell me."

Smart *advertisers* of office supplies know it, too. They make sure to sell their products to the secretary—in order to sell her boss. That's why, this year, 65 leading manufacturers of office products are advertising to 140,000 secretarial career women through the secretary's own magazine . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3090

CHAIN STORE AGE Drug Magazines

#1 *The magazines in your drug store market*

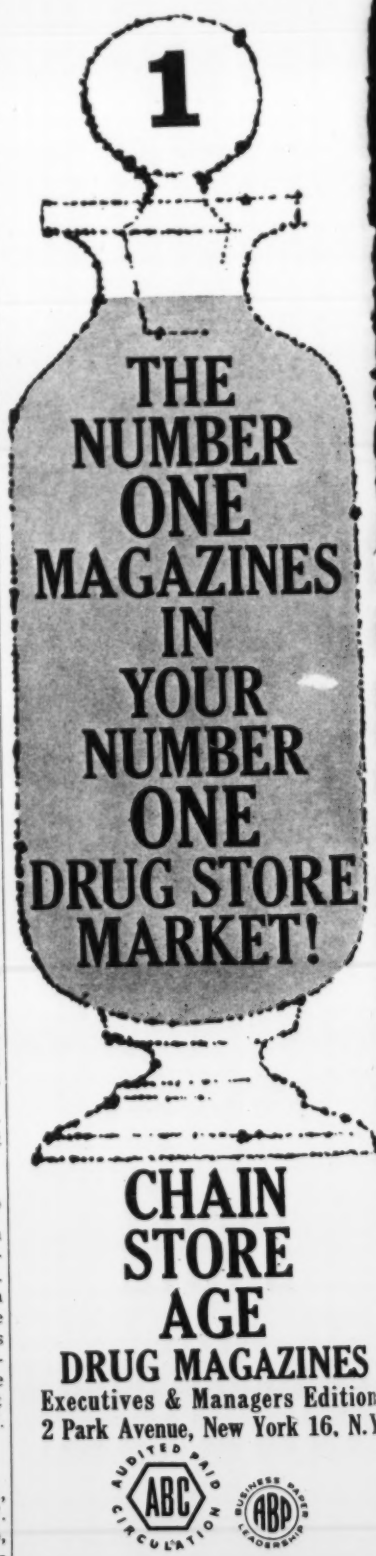
Comparative figures on advertising in drug trade publications. (Jan.-Dec., 1958.)

CHAIN STORE AGE GAINED 46 PAGES

Magazine A LOST 74 pages
Magazine B LOST 93 pages
Magazine C LOST 142 pages

(Above facts taken from *Media Comparison Records.*)

CHAIN STORE AGE Drug Magazines
2 PARK AVENUE, NEW YORK 16, NEW YORK
Boston • Chicago • Los Angeles



CHAIN STORE AGE
DRUG MAGAZINES
Executives & Managers Editions
2 Park Avenue, New York 16, N.Y.

AUDITED PAID CIRCULATION ABC BUSINESS PAPER LEADERSHIP ABP

Just off the press! An invaluable aid to all advertising and sales executives. Write, wire or phone for your ***FREE COPY!***

THE WASHINGTON STAR'S 1959 CONSUMER ANALYSIS OF

Brand Preference Ratings

IN THE METROPOLITAN WASHINGTON, D. C. MARKET

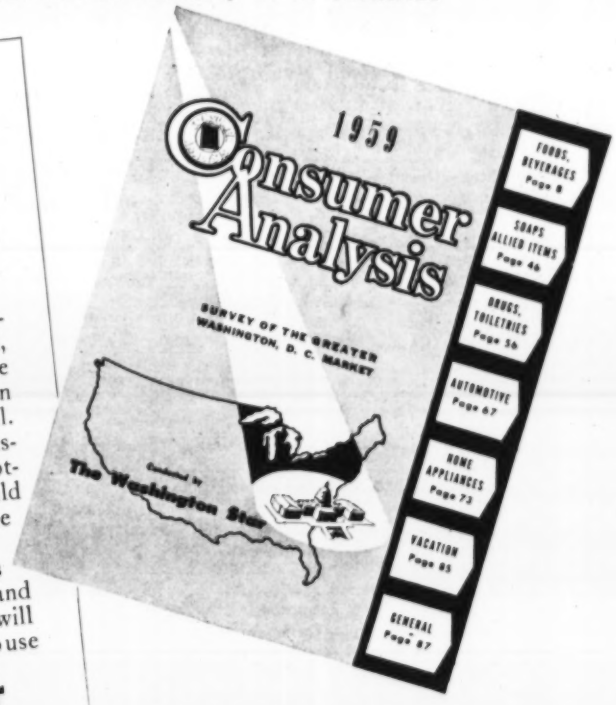
Did brand preference for your products go up or down in the Washington Metropolitan area during the past twelve months? The Star's 1959 Consumer Analysis gives you the answers. It is the latest and most authoritative survey of the important Washington, D.C. market.

As you work on your future newspaper schedules for Washington, remember that The Star is the dominant advertising medium in and around The Nation's Capital. And the best way to build customers, sales and product acceptance in Washington is to build newspaper schedules around The Washington Star.

Also be sure to check The Star's attractive color rate structure and multiple page discounts. You will find it practical and economical to use

Full ROP Color

in The Star. Your O'Mara & Ormsbee man will be happy to furnish complete information .



Grocery product advertisers please note:

The Star increased its lead in total retail grocery linage from 46% in the first quarter of 1958 to 48.3% in 1959. Washington's morning newspaper dropped from 43.5% in the first quarter of 1958 to 41.1% in 1959. The Star's first quarter lead in total retail grocery linage was 111,189 lines.

The Washington Star

EVENING AND SUNDAY WASHINGTON, D. C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco

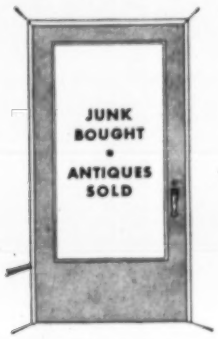
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

DEPARTMENT OF SUSPICIONS CONFIRMED

We note with interest an item concerning a sign in a storekeeper's window. Sign allegedly reads:



Like the man said: "Caveat emptor", which translated means—"Yes, we got no bananas."

• • • • •

While we haven't got a sign in our window, if we did it would no doubt read —"FACTS DELIVERED AS PROMISED" . . . because that is the motto upon which we have built our reputation. Our group first got started about 15 years ago with an aim to provide more extensive retail studies at the local test city level. To provide this service, we developed a plan of "custom-building" each study to meet the specific requirements of the client and his product. As proof of the fact that we do deliver the facts as promised—what better evidence than a long list of contented clients who keep coming back to Burgoyne time after time, or who have been with Burgoyne on a continuing basis year after year. Write or phone, we'll fill you in on the whole story of the Burgoyne organization, and Burgoyne Retail Sales Studies.

• • • • •

MEET THE BURGOYNE TEST CITIES
SYRACUSE and HARRISBURG

. . . are two of the cities which make up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies on grocery and drug products.

• • • • •

HARRISBURG—Capital of Pennsylvania and located on the Susquehanna River in southeastern part of the Quaker State. Manufacturing features steel, clothing, and lumber products. In Harrisburg, we recommend the PATRIOT-NEWS for complete coverage of this plus-100,000 market.

• • • • •

SYRACUSE—situated in central New York at the southern end of Onondaga Lake. Industry includes manufacturing of typewriters, farm machinery, cooling equipment; metal, paper, wood, food, and soap products. In Syracuse, use the HERALD-JOURNAL as the top selling medium.

• • • • •

Write for a complete list of all BURGOYNE Test Cities and the number of grocery and drug stores available for audit in each city. We'll have the info on the way to you pronto!

Burgoyne
GROCERY & DRUG INDEX, INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Nielsen Network TV

Two Weeks Ending April 18, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Academy Awards—1959 (Academy of Motion Picture Arts & Sciences, NBC)	24,200
2	Wagon Train (Ford, National Biscuit Co., NBC)	19,360
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,864
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,840
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,664
6	Ed Sullivan Show (Mercury, Edsel, Kodak, CBS)	15,092
7	Bob Hope Show (Buick, NBC)	14,916
8	Danny Thomas Show (General Foods, CBS)	14,828
9	Perry Mason (Several sponsors, CBS)	14,520
10	Maverick (Kaiser, Drackett, ABC)	14,344

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Academy Awards—1959 (Academy of Motion Picture Arts & Sciences, NBC)	55.7
2	Wagon Train (Ford, National Biscuit Co., NBC)	44.8
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.2
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	37.4
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	36.2
6	Bob Hope Show (Buick, NBC)	34.9
7	Ed Sullivan Show (Mercury, Edsel, Kodak, CBS)	34.8
8	Danny Thomas Show (General Foods, CBS)	34.2
9	Maverick (Kaiser, Drackett, ABC)	34.1
10	Perry Mason (Several sponsors, CBS)	33.8

*Nielsen Average Audience***

Rank	Program	Homes (000)
1	Academy Awards—1959 (Academy of Motion Picture Arts & Sciences, NBC)	20.284
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,072
3	Wagon Train (Ford, National Biscuit Co., NBC)	16,148
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,004
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,740
6	Danny Thomas Show (General Foods, CBS)	13,860
7	The Real McCoys (Sylvania, ABC)	13,024
8	Father Knows Best (Scott, Lever, CBS)	12 540
9	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	12 452
10	Wyatt Earp (General Mills, Procter & Gamble, ABC)	12,364

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Academy Awards—1959 (Academy of Motion Picture Arts & Sciences, NBC)	46.7
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.4
3	Wagon Train (Ford, National Biscuit Co., NBC)	37.4
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.8
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.7
6	Danny Thomas Show (General Foods, CBS)	32.0
7	The Real McCoys (Sylvania, ABC)	31.3
8	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	29.4
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	29.3
10	Father Knows Best (Scott, Lever, CBS)	29.2

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.
** Homes reached during an average minute of the program.
† Percented ratings based on tv homes within reach of station facilities and by each program.

ARB Network TV Ratings

Week of April 6-12, 1959

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	PROGRAM	Rating*
1	Wagon Train (Ford, National Biscuit Co., NBC)	46.6
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.4
3	77 Sunset Strip (Several sponsors, ABC)	39.6
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	38.8
5	Tennessee Ernie Ford (Ford, NBC)	35.6
6	Perry Como Show (Several sponsors, NBC)	35.5
7	I've Got A Secret (R. J. Reynolds, CBS)	35.3
8	Maverick (Kaiser, Drackett, ABC)	35.2
9	You Bet Your Life (Toni, Lever, NBC)	34.1
10	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.8

TOTAL VIEWERS REACHED

Rank	PROGRAM	(000)**
1	Wagon Train (Ford, National Biscuit Co., NBC)	49,230
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	46,570
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	41,870
4	Perry Como Show (Several sponsors, NBC)	38,600
5	Perry Mason (Several sponsors, CBS)	36,250
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	36,240
7	Chevy Show (Chevrolet, NBC)	33,960
8	The Real McCoys (Sylvania, ABC)	33,700
9	I've Got A Secret (R. J. Reynolds, CBS)	33,320
10	Danny Thomas Show (General Foods, CBS)	33,200

* Percentage of homes reached in markets where a show appeared.
** Total number of persons viewing program.

Videodex Network TV*

April 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	44.5
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.3
3	Wagon Train (Ford, National Biscuit Co., NBC)	35.7
4	Maverick (Kaiser, Drackett, ABC)	34.8
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.2
6	Danny Thomas Show (General Foods, CBS)	32.7
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	32.4
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	31.7
9	Loretta Young (Procter & Gamble, NBC)	31.4
10	Perry Como Show (Several sponsors, NBC)	31.1

Rank	Program	(000)**
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	18,400
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,800
3	Wagon Train (Ford, National Biscuit Co., NBC)	13,400
4	Maverick (Kaiser, Drackett, ABC)	12,600
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	12,300
6	Danny Thomas Show (General Foods, CBS)	12,500
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,000
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	11,600
9	Loretta Young (Procter & Gamble, NBC)	12,000
10	Perry Como Show (Several sponsors, NBC)	11,900

* Homes viewing in cities where program is telecast.
** Listed in sequence of rating level from first list.

Mrs. Lembeck to Mogul Lewin

Mrs. Ruth B. Lembeck, formerly a copywriter with Grey Advertising Agency, has joined Mogul Lewin Williams & Saylor, New York, as a copy group head.

Four A's Names Meltzer

Richard N. Meltzer Advertising, 235 Montgomery St., San Francisco, has been elected to membership in the American Assn. of Advertising Agencies.

Parker Buys Australia Stock

Parker Pen Co., Janesville, Wis., has purchased entire capital stock of Eversharp Australia Pty. Ltd., Sydney, which manufactures and sells ballpoint pens in that country. Parker purchased the writing instrument division of Eversharp in 1957; the purchase included approximately half of the Australian company's stock. Donald Jackson, managing director of the Australian company, will remain in that post.

No other medium delivers the Columbus and Central Ohio Market like the

Columbus Dispatch

Circulation—Daily: 181,410; Sunday: 241,923

Optional Combination Rate with the morning Ohio State Journal now available

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power . . . The Dispatch has the selling power

The Columbus Dispatch

OHIO'S GREATEST HOME NEWSPAPER

NEW LONDON

Automotive Sales

2nd

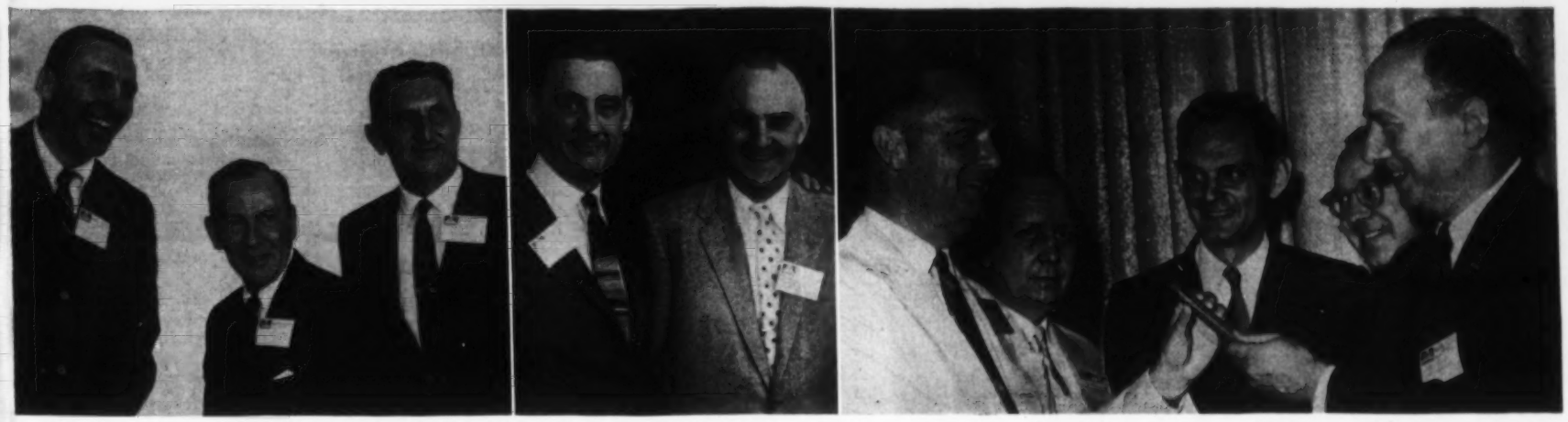
In CONNECTICUT

Full-power sales are yours—in New London! In automotive sales alone, yearly spending averages $1954 per household . . . 2nd highest of all Connecticut cities with a population of 25,000-or-over (SM '58 Survey).

Cover this big-buying, isolated market through its *only* daily.

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN



Morrison Anderson LeGate Barnhill Truax Wilcox Shaw Feld Henes Urdang

SIGHT SEERS, HOSTS AND OFFICERS—*Rubbernecking at the National Newspaper Promotion Assn. convention are Fred Morrison, Columbus Dispatch; F. Richard Anderson, Metro Sunday Newspapers; James LeGate, Miami News; Lester Barnhill, Miami Herald, a host at the convention, and Earl Truax, St. Paul Dispatch & Pioneer Press. Barry Urdang, Philadelphia Bulletin, retiring president of NNPA, offers a cigar to Howard S. Wilcox, Indianapolis Star and News, the new president. Other officers are Clifford A. Shaw, Providence Journal-Bulletin, secretary-treasurer; Bernard D. Feld Jr., Birmingham Post-Herald, 1st vp, and David E. Henes, Charlotte Observer, 2nd vp.*

Public Has Poor Image of Dailies, NNPA Is Told

(*Continued from Page* 1)

alcohol circuit.

"Are we really an industry or order takers?" Mr. Knight asked. "Shouldn't we be salesmen? Should we adopt some of the images of the young, vigorous tv salesmen?"

■ Mr. Knight based his talk on the results of an image study conducted last year by Social Research Inc. The study found, among other things, that young people think newspapers are old, staid, lacking in romance and in job opportunities.

The Miami publisher charged that the image is distorted, but he admitted that "maybe we have been a bit too complacent—maybe we do need some hefty jolts."

■ Mr. Steven said the public has a bad feeling about newspapers because of continued newspaper mergers and the growth of single newspaper cities.

He charged that newspapers have ignored the "monopoly problem" and have done little or nothing to sell their readers on the fact that there is nothing wrong with one daily buying another.

Mr. Steven urged newspapers to promote their strong points such as excellent local news coverage and comics. He pointed out that the public depends upon its local newspaper for local news. He described comics as the "most important art form developed by Americans."

■ Robert M. Hall, president and general manager of Hall Syndicate Inc., criticized newspapers for failing to promote syndicated features and comics.

■ Keeping agencies posted on the developments of a strike at the *Columbus Dispatch* averted a loss in ad linage, Fred (Curley) Morrison, promotion manager, told NNPA members.

Not only did the newspaper get back all of the advertising that was lost during the two-week strike, Mr. Morrison said, but the *Dispatch*, with 3,416,000 lines in April of this year, had the largest single month in its history.

■ New officers of NNPA elected at the convention were Howard S. (Howdy) Wilcox, *Indianapolis Star* and *News*, president; Bernard D. Feld Jr., *Birmingham News* and *Post-Herald*, 1st vp; David E. Henes, *Charlotte Observer*, 2nd vp, and Clifford A. Shaw, *Providence Journal-Bulletin*, secretary-treasurer.

The winner of NNPA's Silver Shovel award this year was Rudy C. Marcus, advertising director of the *Daily Press*, Riverside, Cal. The award is presented yearly to the newspaper promotion man who contributes the most to the field.

LOWE, HENES, TALBOT IN NEW PROMOTION POSTS

MIAMI BEACH, May 19—New assignments for three newspaper promotion executives created much interest at the NNPA convention.

Frederick N. Lowe, promotion research manager of the *Detroit Free Press*, moved over to the *New York Journal-American* as director of promotion and public relations, succeeding Sumner Collins, who recently was promoted to circulation promotion director of all Hearst newspapers. Mr. Lowe served as president of NNPA in 1949-50.

David E. Henes, promotion manager of the *Charlotte Observer* and *News*, will join the *Free Press* June 8 to take over Mr. Lowe's position. His successor has not yet been named. The *Free Press* and the Charlotte dailies are Knight newspapers.

Andrew H. Talbot, who resigned last October as public relations director of Pabst Brewing Co. (AA, Nov. 3, '58), will join the *San Francisco Call-Bulletin* as promotion director. Prior to joining Pabst, Mr. Talbot was a Hearst promotion executive. #

If Agencies Scorn Dailies' Data, Let 'em Dig Their Own, Irwin Says

(*Continued from Page* 1)

propriation? Here's a way an agency could better serve its clients with a justifiable percentage of the budget.

■ "If our research is so oblique, unreliable and so predominantly competitive (as they would have us believe), why do they spend thousands of dollars' worth of their time in asking for it, outlining it, prejudging it, collating it?

"If our merchandising and marketing services are so useless, why don't they get the client to use his own sales force on the local scene—the same one that sells the merchandise—for a few extra bucks, a few extra words on every call?"

■ The Cincinnati newspaper man also ripped into agency media buyers, and he questioned the buying of broadcast media without the same factual information that is required of print media.

"These are the men who make us break down our audited circulation by city metropolitan area, trading zone, day of the week, morning and evening, bulldog edition, final, et cetera, et cetera, et cetera.

"As we go out one door after mathematically calculating all of these details, the tv people come in the other door, and the agency ends up buying a network western simply because this is a network western season according to about 300 housewives on a permanent coast-to-coast panel who get paid for watching tv."

■ Bernard D. Feld Jr., promotion manager of the *Birmingham News* and *Post-Herald*, warned NNPA members that newspapers' retail ad volume is growing faster than national volume.

■ Edward A. Falasca, creative vp of the Bureau of Advertising, ANPA, reported that 53 of 64 markets which just completed the BofA's "Live Better by Far with a Brand New Car" promotion reported successful campaigns. He said 750 dailies in 536 markets participated in the promotion. #

350 Sign Up for AA's Annual Creative Workshop Scheduled for Aug. 5 to 8

CHICAGO, May 21—More than 350 advertising people have already signed up for participation in the second annual Summer Workshop on Creativity in Advertising sponsored by ADVERTISING AGE.

The workshop, to be held Aug. 5-8, attracted a capacity crowd of 350 last year, when it was held for the first time. This year another capacity crowd is anticipated, although the workshop has been moved to the Palmer House, Chicago, where approximately 450 participants can be accommodated.

If registrations continue coming in at the rate set during the past week, the SRO sign will have to be hung out for the conference by mid-June, according to Dr. Steuart Britt, workshop director.

■ The workshop, designed for creative people—both print and broadcast—features three full days of sessions—morning, afternoon and evening—devoted to the consumer and how most effectively to appeal to him in broadcast and print advertising.

A "faculty" of 29 outstanding authorities in advertising, merchandising and broadcasting will participate. The first full day will be devoted to "The Creative Background to Advertising."

The second day will be devoted entirely to "Creative Ideas in Broadcasting," and will be primarily visual. Some of the demonstration sessions will be held in the large audience studio of WGN-TV. The final day will be devoted to "The Creative Idea in Print."

Cost of the workshop, including three lunches and two dinners, but not including accommodations at the all-air-conditioned Palmer House, is $110. Complete details and enrollment blanks are available from Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

You, too, can get effective merchandising help in Muncie

TOM BOWER—Sales Representative for the Kellogg Co. SAYS—

"MUNCIE NEWSPAPERS always cooperate wholeheartedly with company representatives in merchandising efforts that pull positive sales results!"

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Just Approved!

$7,482,000 Coliseum! . . .

Means "$20,000,000 Yearly In Conventions To Tulsa!"

Just recently, Tulsans voted for this impressive new Coliseum, which will bring an estimated $20,000,000 a year in convention business to Tulsa! More evidence of the **progressive** growth of "The Oil Capital of the World". Remember, you're not in Oklahoma, unless you're in Tulsa!

For More Business, Use the Oil Capital Newspapers

TULSA WORLD TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

HELP WANTED - ARTIST
Expanding small town agency in Central Illinois has opening for artist with all-around art, printing background. Excellent living and working conditions. Salary $6-7,000 depending on experience and qualifications.
Box 2525, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec, Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 220 S. State St., Chicago 4

IF YOU'RE A HOMEBODY— READ NO MORE
But, if you are a top flight space salesman interested in earning a minimum of $15,000 per year, read on. To qualify, you absolutely must be able (and like) to travel continuously for approximately 8 months out of the year. The job: Local and national space sales in cities surrounding 21 Air Force and Army bases from coast to coast. The publications: The 21 Directory and Guide books published for these bases. Your employer: The nation's leading publisher of Military Directories and Guides. Interested? Tell us why, and all the details about yourself.
Box 2527, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TABLOID SPACE SALES
Man wanted to sell established tabloid, promising publication, very promising industry. Experience in tabloid sales desirable but not absolutely necessary. Chicago location.
Box 2529, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE
Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

MEDIA PROMOTION MANAGER . . .
with Chicago publisher of outstanding business publications. Position requires someone with flair for creative writing and visualization in both direct mail and space advertising. Attractive salary, bonuses, profit sharing with fringe benefits too numerous to mention—and too good to pass up. Capable assistants, internal cooperation second to none. Resume not necessary now—just short letter outlining your background. Your letter will be acknowledged and held in strictest confidence. Our employees know of this ad.
Box 2541, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

EXPORT ADVERTISING MANAGER
Combination copy-contact man wanted to head department in large, well-known Chicago Agency. Should have proved experience in copy, contact and administrative work. Man in middle 30's preferred. Write giving details and salary expected.
Box 2542, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOME ECONOMIST
AAA1 food manufacturer has opening for Home Ec Grad with heavy Advertising, Public Relations and Promotion exp. 5-figure salary for right experience
SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

WE SEEK a newspaper man with all around experience capable of representing major syndicated colorgravure supplement to the publishers of selected Sunday newspapers. Position requires virtually constant travel in middle west. Ability and willingness to travel most of the time essential. Please write in confidence an outline of your business history and personal qualifications.
Box 2543, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ART DIRECTOR to $20,000 Client needs man with retail type of art directing exp. Newspaper advt. background req. P. Boyd, Bennett Assoc. 1800 Commercial Trust Bldg. Phila., Penna.

COPYWRITER—for well-rated, 15-man Chicago agency. Diversified national accounts, mostly print. Need fluent writer, seasoned in mail order, with at least 5 years consumer and dealer copy experience. Good salary and growth opportunity. Complete resume, please.
Box 2544, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING COORDINATOR
Must have well rounded background in both consumer and industrial marketing. Must know media, production and distribution. Should be able to develop complete marketing programs and present them on paper in a dramatic manner. Milwaukee agency. Please send resume and salary requirements.
Box 2545, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED—man for Vice President and Sales Manager of a national merchandising display service. Must be good salesman and understand marketing. Investment required. Potential salary and dividend $40,000 to $50,000 per year to the man who can deliver. Right man will soon be president of company. Send resume of your activities. All replies confidential. An interview will be arranged and full details given. Write
Box 2546, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BOATING TRADE MAGAZINE NEEDS REP N.Y. - NEW ENGLAND. COULD BE YOUR BIGGEST INCOME BOOK
Western Marine Dealer now on its eleventh issue, 17,000 controlled, audited circ. in 17 Western states, Alaska, Hawaii and Western Canada. Acceptance has been excellent, big future is assured. If you are aggressive, positive and looking for a book on which you can build a solid income, then let us hear what you think you can do. Territory open Aug. 1. Send full details of present territory and publication. **Marine Digest Publg. Co., 79 Columbia, Seattle 4, Washington**

ARTIST—Capable of doing complete finish, ordering type, hand lettering, paste-up, etc. with agency in Missouri Valley. State experience, salary expected and family status.
Box 2547, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Account Executive with farm or industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to
Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IMMEDIATE OPENING FOR DIRECT MAIL SPECIALIST
Large midwestern farm and construction machinery manufacturer needs a hard working young college graduate with direct mail experience and some knowledge of electronic data processing. Will be required to handle complete details of an extensive direct mail program. Salary commensurate with responsibilities. Send complete résumé and photo.
Box 552, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

IF YOU'RE A REAL COMER, AGE 28 to 36, AND WANT TO BE MORE THAN AN ACCOUNT EXECUTIVE

Here's a top executive position, with a good present and a future that most people only get to dream about. You'll be the Number Two man in a 6 man agency that's gone places in a big way and intends to go much, much further, fast. We've got a whale of a lot to offer and we know it, so we're going to select with extreme care the man who will fill this position. You will service some present national and regional accounts accustomed to top flight service and you will develop new business in Wisconsin, Minnesota, Iowa and Illinois. In addition, you will participate at the top level in all agency operations. This fast growing, financially sound, nationally recognized, 13 year old agency has broad Pension and Profit Sharing Plans. Starting compensation is open, the future's what you make it. Living in La Crosse? We like it, and leaving the superlatives to the Chamber of Commerce, we're sure you and your family will like it, too. There's more to tell, much more, and if you want to see this wonderful opportunity outlined, you'll write us as soon as you read this ad. Give full details of experience, references, salary requirements. **Jefferson Advertising Agency, Inc., 316 Exchange Building, La Crosse, Wis.**

POSITIONS WANTED

We offer TRADEMARK, PACKAGING & PRODUCT DEVELOPMENT . . . creative research and design, by top talent freelancers working as a co-op
Box 2487, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Space Sales, heavy experience, N.Y. and East territories. Excellent record. Familiar with agencies.
Box 2527, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COMBINATION MAGAZINE PRODUCTION MANAGER, EDITORIAL LAYOUT & ART DIRECTOR capable of handling all these operations on large trade or society publications looking for more challenging position. 15 yrs. experience in all operations: editorial, circulation, sales, production. Can bring all deadlines into sharp focus harmoniously because of respect and knowledge of all operations. Write for complete resume.
Box 2549, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I WAS FIRED . . .
ALAS, so were my 4 predecessors. Now available to pitch in and assist busy A/E or Ad Mgr. Versatile, capable, adaptable. College grad. AF officer Vet. 28
Box 2550, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR-LAYOUT ARTIST
now pigeonholed in limited position willing to relocate to position where creative duties, layouts, comps., etc. are required. 10 yrs. exp. as agcy AD, studio artist, etc. Send for resume.
Box 2551, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

-LAYOUT ARTIST-
CAREER minded, creative man, 29, BFA, designer of sales brochures & business lit. for large midwest corp. Can organize, do final art; knows type, production. Desires layout &/or AD position west or S.W. $7200.
Box 2552, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED "OUTDOOR" MAN
28 yr. old family man. Sold billboards hiway. and elec. signs. A.E. in agency handling nationwide outdoor program inc. specs. paint and paper. Want to relo. with agency or P.O. that offers advancement, future. Excell. references.
Box 2553, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Highly experienced woman copywriter (friendly, mature personable) would like position in Arizona with organization with a future! Retail, food, real estate a specialty! Can meet employer in N. Y.
Box 2554, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPERIENCED AGENCY ACCOUNT MAN
All media. Loads of merchandising background. For contact or to head up dept.
Box 2555, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN WISHES TO CHANGE
12 years experience calling on wide range of trade and business publication advertisers plus three years in consumer field with womans magazine.
Well versed in marketing & merchandising with knowledge of many technical and other products applications. Have headed branch office and traveled eastern territory from New England to Florida. Have valid reason for wanting to change.
Box 2556, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MARKETING MAN, M.B.A.,B.S., 34, married, family, 5 yrs. advertising experience - newspaper & agency - presently employed as print & broadcast media buyer & analyst for local agency, seeks responsible connection with large corporation as Southern Marketing or Media Representative. Willing to travel, but headquartered in New Orleans.
Box 2557, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV ART DIRECTOR - LOS ANGELES
Thoroly expd in animated film production, storyboards, layout, background, & title design. Specialize in color black and white for TV. Have agency exp. Call EM 5-7330 (L.A.) or write for resume.
Box 27 R 364, ADVERTISING AGE
4041 Marlton Ave., Los Angeles, Calif.

IN THE MARKET?
So am I—for a mktg-merchandising spot with an agcy or mfg. Have spent past 7 yrs. working at all levels of distribution in merchandising, sales promotion & field sales of nationally adv. pkgd goods. Have proven my ability to apply creative talents to practical mktg. situations on the firing line for name brands.
Box 551, Advertising Age
630 Third Ave., New York 17, N. Y.

ART SALESMEN BROKERS—REPS
Are you satisfied with your backing? Top-notch art group needs more work. All replies confidential. Our salesman knows of this ad. Box 555, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

FOOD CONSULTANT
Unusual Top Level Grocery Chain contacts many years. Available part time fee basis only top level accounts considered.
Box 548, Advertising Age
630 Third Avenue, New York 17, N.Y.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

REPRESENTATIVES WANTED

Here's OPPORTUNITY in capital letters!
Business publication serving exclusive field needs New York representation. Aggressive and creative sales ability in promoting this growth publication will be amply rewarded. Reply to Chicago publisher in complete confidence.
Box 2556, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Detroit Rep.-Eight years - highest contacts. Available for audited consumer or trade magazine.
Box 2559, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

FREE WRITERS CATALOGUE
giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

COMML. ART & OFFSET PRINTING
24 hour service, excellent quality plus economy. Layout, illustration, package design, photography. Complete mechanical production for sales promotion, catalog, brochures, flyers, house organs.
Mech-Art Studios, Inc.
HArrison 7-0057 - Chicago

Chicago. Office space available with publicity service firm. Good deal for right party that can result in mutually increased business. 30 N. LaSalle St AN 3-7250

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

SALES PROMOTION
Leading AAA-1 concern in fastener industry seeks a top flight executive to build a superior sales promotion department. This is an outstanding opportunity in a growth organization for a man with creative and administrative ability. Salary Open. Cleveland location.
Box 546, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TELEVISION
Major 4A agency on East coast—not New York—needs a good television writer. The man we want is seasoned, but not inflexible. He has imagination, plus the discipline to use it well. He knows enough about production to write commercials that come off. He works well under pressure and can do a good job of editing his own copy. He can handle the daily stuff in the middle of a campaign as well as the keynote material. If you fit this description tell us about yourself in a letter to Box 550, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y. Include your experience, salary requirements, general background. Our employees know of this ad. We have multiple employee benefits, good working conditions.

Advertising Space Salesman
One of America's best known business paper publishers has a key spot open now. We need a Chicago-based salesman with proven ability to sell effectively and creatively. Familiarity with advertising and promotion services desirable, but sales ability first consideration. This is a top company. $150 weekly draw plus good commission arrangement and unusual company benefits. Family man in thirties preferred. Send complete details in first letter. Box 547, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

PRODUCT/BRAND MANAGERS ACCOUNT EXECUTIVES
National, large circulation consumer magazine wants space salesmen for New York and Chicago territories. For these specific additional openings, we are seeking men with product/brand and/or account executive experience in packaged goods or appliances. Straight salary. Excellent advancement opportunities. Box 543, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

THREE CREATIVE WRITERS NEEDED

1. Audiophile-adman, to do copy contact for leading manufacturer of quality high fidelity equipment. Must understand technical as well as esthetic aspects of high fidelity.
2. Consumer copywriter, with knowledge and ability to write about photography to advanced amateur photographers. Capable of forceful, direct, imaginative writing.
3. Collateral material writer, to handle broad variety of chores from basic product fact-gathering through writing and nursemaiding literature into production. (No actual production duties.)

All three are excellent opportunities with this growing 10-million-plus AAAA agency. If interested, send your résumé and samples to **Jack Rodwell, Copy Supervisor, The Rumrill Co., Inc., 1895 Mt. Hope Ave., Rochester 20, N.Y.**

CREATIVE ADVERTISING MANAGER
Major airline seeks individual with great leadership strength and the ability to inspire outstanding creative work. He must be a "doer" to keep many elements of a multi-million dollar agency program on schedule. He must be personable to work effectively with sales organization coast to coast. He must be in his mid-thirties and have a full background of client-agency relationship of major proportions. Airline or transportation advertising experience helpful but not required. Submit résumé of education and experience in this field. Show age and present salary.
Box 545, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING MANAGER

Aggressive Central Ohio producer of consumer package goods, distributed nationally direct to dealers, has good opening for an unusual advertising executive. Primary function will be to translate national advertising approach to local levels in all major markets of the country. This opening is only available to someone now happily employed in consumer products field, with substantial advertising responsibility achieved through skill and experience. Salary well into 5 figures. Age range 30-45. Pleasant living and working conditions. Box 542, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS OPPORTUNITY

Experienced PR man to take over broad public relations job with leading electronics firm. Duties will include market planning for participation in trade shows and conventions, arranging hospitality suites, customer demonstrations and entertainment, planned tours, purchasing graphic arts equipment and display items, maintaining good relations with armed services and other customers as well as local civic organizations, assisting engineers with technical paper presentations. Location: Central New Jersey, near mainline of Penn RR. Salary Commensurate with experience. All replies kept confidential.

Box 549, ADVERTISING AGE
630 Third Ave., N. Y. 17, N. Y.

Food For Thoughtful Grocery Man

A leading national organization seeks an experienced young food man for a challenging position with EXCEPTIONAL opportunity for advancement.

Our man is currently promoting or selling a national product to super markets & chains; or he is on the editorial staff of a magazine servicing the grocery or related fields. Then again he may be engaged in merchandising for a food chain or working for one in some other capacity.

Above all he is ambitious. He would like to join our fast growing organization where the opportunities for advancement outnumber those of us who are ready to take advantage of them.

Attractive salary commensurate with experience & abiilty. Reply fully and in strict confidence.

Box 553, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATIONS OUT OF THE WEST COAST

Business, professional, hobby and special interest publications — both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives:

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave.,
Los Angeles 8, Calif., AXminster 2-0287

WESTERN MOTEL
And Apartment Management
is **MUST READING**
for motel & apt. owners
in the busy-booming
11 Western States.

To tap this lucrative market,
Write - Wire - Or Phone:
WESTERN MOTEL
& Apartment Management
616 S. Serrano Ave.
Los Angeles 5, California
DUnkirk 8-9551

Q. Who sells appliances?
Q. What is an appliance?
Q. What is Quinn's?
A. If you sell things that appliance sellers sell, then you should ask us for the answers to these questions.

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States

(formerly "California T-V & Appliances")

10,000 guaranteed "Guided Circulation", starting August issue. Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by **VAC**, Verified Audit Circulation Co.

Ask Quinn:
Quinn's, 227 E. 4th St., Los Angeles 13
MAdison 6-5004
(A Parker Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

DIRECT MAIL ADVERTISING MANAGER

Career opportunity for Direct Mail Advertising Manager for headquarters offices of major air transportation company in midwestern city. Responsibilities include creation and production of wide variety of advertising literature and supervision of staff. Should be strong in creative areas, particularly copy. Should have five years experience in this field. College graduate preferred. Submit complete résumé, including education, experience, age, and present salary. Box 544, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING AND PUBLICITY MEN NEEDED

Rapidly-expanding business has created need for two experienced account executives . . . one in advertising, one in publicity-public relations. Good writing skills and construction machinery background essential. Salary open. Inquiries held in complete confidence. **Send complete resume to Richard C. Christian, Exec. V.P., Marsteller, Rickard, Gebhardt & Reed, Inc., 185 N. Wabash, Chicago 1.**

OPPORTUNITIES
Could you fit one?

WRITER—young, adventurous, technical background, for unusual operation.
AD MANAGER—hard goods. Executive with potential. Ability outweighs age.
ACCOUNT SUPERVISOR—food. Fine agency needs top talent for top brands.
ACCOUNT SUPERVISOR—liquor. Experience, ability to get along with people.
These jobs open now in the midwest. We're not an employment agency, but can help you find out if you fit them and similar jobs. Phone or write for confidential interview. Appointment only.

CREATIVE CAREER CONSULTANTS
Suite 1105, 30 N. LaSalle, Chicago, Ill.
DEarborn 2-6436

WANTED
An Advertising Agency

in each of the following markets

Atlanta
Buffalo, N. Y.
Dallas-Ft. Worth
Denver
Houston
Miami
New Orleans
Okla. City
Omaha
Portland, Ore.
San Diego
Salt Lake City
Seattle
Tampa
Washington, D. C.

The Mutual Advertising Agency Network will accept membership applications to fill gaps in its national marketing map. Membership is open to agencies of accredited competence and recognition, high standards and adequate staffs.

Complete details will be mailed upon request on your letterhead. Address your inquiry:

MUTUAL ADVERTISING AGENCY NETWORK
Allan J. Copeland, Membership
Room 2307 - 75 E. Wacker Drive
Chicago 1, Ill.

Nielsen Issues Net Radio Lists

(*Continued from Page* 3)

buy small chunks from six seconds up and spread their messages as widely as possible.

■ This is how Nielsen explains its new rankings: "Network Radio's Leading Advertisers ranks the top 20 network radio clients by total home broadcasts and total commercial minutes delivered by all radio networks used. By tallying performance on an additive basis, this report emphasizes network radio's key appeal, the ability to deliver a tremendous number of home impressions.

"The ranking for 'broadcasts delivered' does not consider the duration of the broadcast; a 15-minute segment and a 10-second spot both have the same weight. However, the longer duration broadcast will deliver more impressions because of audience turnover.

"The 'total commercial minutes delivered' ranking places all broadcasts on a comparable base by tallying short commercials and longer segments on a uniform commercial minute base—six 10-second spots equal one commercial minute; one 15-minute segment carries three commercial minutes.

"By examining both the number of units purchased and delivered to audiences and the number of commercial minutes represented by these units, two significant dimensions of network radio are clearly reported. Neither set of figures tallies unduplicated audience—that is the total number of different homes reached and the frequency of contact; these data are available in the Nielsen Radio Index for individual network effort and for combined network efforts on a special analysis basis."

■ Nielsen indicated that it might release yearly and quarterly compilations of the leading 100 advertisers in network radio based on similar rankings if this data is "well received."

Having decided to show network radio's leading advertisers in terms of audiences delivered, why did Nielsen choose to release two lists, rather than selecting one as the more pertinent?

This appears to have been done as a compromise move to keep two good customers—Columbia Broadcasting System and National Broadcasting Co. Radio—both happy. NBC Radio, which has had a great deal of luck selling six-second and ten-second inserts, prefers to talk in terms of reach—that is the total number of homes reached. CBS Radio, though it uses both, leans toward the total commercial minutes delivered.

■ Matthew J. Culligan, head of NBC Radio, feels that total home broadcasts delivered gives a truer indication of network radio's scope. He does not go along with the Nielsen technique of weighting various length commercials for a comparison on the total commercial minutes delivered basis.

"Who can say that a single minute commercial is as effective as ten six-second commercials or six ten-second commercials?" he asked. "I don't think Lever would agree that it is, after their success with the Pepsodent campaign."

■ Harper Carraine, research director of CBS Radio, said he doesn't find the reach measurement as valuable as the commercial minutes ranking, but he praised Nielsen for releasing the radio data. He thinks network radio will be benefited by these figures, which will show a lot of people, who may have thought otherwise, "just how big network radio" still is. #

AE, heavy in mktg., especially foods. to 30M+
TOP MEDIA DIRECTOR, over-25-million agency. Heavy fringes, stock options later. 20M+
COPY SUPERVISOR, foods. A pro with imagination! to 20M
MKT. RESEARCH DIR., branch of major agency. 15M
MKT. RESEARCH DIR., brewer. In 30's. 10M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

FOR SALE
LOS ANGELES AGENCY CORP.
EST. '22 NOW INACTIVE. SERVED LEADING P.C. & NAT. CLIENTS; AA credit & enviable reputation. Offer all issued stock to reliable individual or group @ $10,000 (½ cash bal. $1000 per yr. @ 5%). If desired I'm available as parttime consultant.
WRITE IN STRICT CONFIDENCE TO PRESIDENT, 1400 Holmby Ave., Los Angeles 24, Cal.

ASSISTANT SALES PROMOTION MGR.

Plan, develop and follow through on all phases of sales promotion activities for leading business machine manufacturer. Creative and practical —must be good on copy and layouts . . . strong on administration and production.

Age 25-30; degree with Advertising Major preferred; at least two years promotional experience required. Please send résumé and salary desired, to Employment Department.

Victor Adding Machine Co.
3900 N. Rockwell Street
Chicago 18, Illinois

Network Radio's Top Advertisers*

Based on Four Weeks Ending April 4, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcasts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (4 Nets)	320	175,407
2	Lewis Howe Co. (CBS, NBC)	208	127,842
3	Lever Bros. Co. (CBS, NBC)	168	120,417
4	Bristol-Myers Co. (CBS, NBC)	135	114,926
5	Grove Division—Bristol-Myers Co. (ABC, CBS, NBC)	162	104,446
6	Brown & Williamson Tobacco (NBC)	170	100,993
7	Ex-Lax (4 nets)	188	93,870
8	Vick Chemical Co. (NBC)	123	74,429
9	Bon Ami Co. (Mutual)	169	67,851
10	Stewart-Warner Corp. (CBS)	84	66,364
11	Mogen David Wine Co. (NBC)	98	61,523
12	Hudson Vitamin Products (ABC, CBS, MBS)	191	61,119
13	Pepsi-Cola Co. (4 nets)	126	58,555
14	Midas Inc. (ABC, NBC)	105	57 270
15	Automotive-American Motors (CBS-NBC)	120	51,782
16	Campbell Soup Co. (CBS)	56	50,440
17	Colgate-Palmolive Co. (ABC, MBS)	60	39,064
18	Fram Corp. (CBS, MBS)	83	38,473
19	Sterling Drug (CBS, MBS)	72	38,129
20	General Mills (NBC)	88	32,593

Commercial Minutes

Rank	Advertiser	Total Comm'l Mins Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco (4 nets)	211	97,841
2	Bristol-Myers Co. (CBS, NBC)	110	90,767
3	Lewis Howe Co. (CBS, NBC)	155	89,163
4	Brown & Williamson (NBC)	128	71,581
5	Grove Division—Bristol-Myers Co. (ABC, CBS, NBC)	116	69,731
6	Hudson Vitamin Products (ABC, CBS, MBS)	205	59,580
7	Ex-Lax (4 nets)	125	59,327
8	Lever Bros. Co. (CBS, NBC)	74	51,318
9	Colgate-Palmolive Co. (ABC, MBS)	78	48,790
10	Mogen David Wine Co. (NBC)	72	42,883
11	Automotive-American Motors (CBS, NBC)	98	41,402
12	Fram Corp. (CBS, MBS)	96	40,382
13	Midas Inc. (ABC, NBC)	79	39,976
14	Sterling Drug (CBS, MBS)	86	39,507
15	Wm. Wrigley Jr. Co. (CBS)	60	39,315
16	United Motors-General Motors (CBS)	68	38,814
17	Stewart-Warner Corp. (CBS)	53	38,167
18	A. E. Staley Mfg. Co. (ABC)	63	35,334
19	Chevrolet-General Motors (CBS)	58	33,752
20	Standard Brands (CBS)	43	31,987

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Note: To figure the total home broadcasts delivered, Nielsen adds the total number of homes reached by each individual network buy (ranging from six seconds up). To get the total commercial minutes delivered, Nielsen adds the number of homes reached by each commercial network minute carried by the advertiser.

Pynchon Awards Presented

Springfield Advertising Club, Springfield, Mass., celebrating its 50th anniversary, presented its 45th annual Pynchon award to two Springfield residents. Recipients of the award, honoring outstanding examples of public service, were Edward Kronvall, board chairman of Springfield Safe Deposit & Trust Co., and Mary J. Foley, nurse at Hooker and Carew St. schools.

Wolfe Thiemann Frost Banzhaf Morris Weber Smith

BON VIVANTS—*Getting together at the annual convention of the Assn. of National Advertisers were George Wolfe, Merck & Co.; A. H. Thiemann, New York Life Insurance Co.; George A. Frost, Cannon Mills Inc.; Max Banzhaf, Armstrong Cork Co.; John Morris, F.&M. Schaefer Brewing Co.; Ray Weber, Swift & Co., and Douglas L. Smith, S. C. Johnson & Son, program chairman of the convention, which was held in Chicago at the Edgewater Beach Hotel.*

Smith 'Dismayed' at 'Unfair' Criticism of TV

(*Continued from Page* 1)
tractors who paint a picture that is all black."

In Mr. Smith's view, the charge of "creeping mediocrity" leveled last fall against television by Jack Cunningham [unnamed but identified by a footnote in his text], of Cunningham & Walsh, was "not truly objective." He said Mr. Cunningham's criticisms were "unfair and failed to take note of the truly good programming that is done and is available for the public to watch, if they want to."

■ According to Mr. Smith, "Much of our prosperity during these wonderful '50s must be truly attributed to the force of television in moving merchandise, and thereby keeping our great productive processes flourishing."

Mr. Smith urged tv advertisers to make their shows "tasteful." He said his company had rejected three pilot films in the past month "because they were in dubious taste, or—as we called it in one case—'contemporary sordidness'."

■ Mr. Smith also outlined a new television success story: Johnson quickly added WKYT, Lexington, Ky., to its station roster when it developed that its network television out of Cincinnati and St. Louis was not adequately covering the Kentucky city. At an estimated yearly cost of $6,000, Johnson registered a 200% sales increase in April over the same month a year previous.

"The net sales increase for April alone," said Mr. Smith, "will pay for the Lexington advertising for the first year."

■ Later in the same session, Philip J. Kelly, vp of Lynn Baker Inc., New York, president-elect of the Sales Executives Club of New York (*see story on Page* 111), outlined "the opportunities in marketing for the little fellow who wants to get big."

"When it comes to advertising and selling," he said, "a small company can often out-think and outmaneuver a big competitor."

To prove his point, Mr. Kelly listed the accomplishments of Maypo (Bryan Houston Inc.); Wilkins coffee—(M. Belmont ver Standig); Walco record needles (Josepheson, Cuffari & Co.); House of Louis Feder (DuFine & Co.); Cocoa Marsh and Sandura Co. (both Hicks & Greist); Heineken's beer (MacManus, John & Adams) and Chivas Regal scotch (Lynn Baker Inc).

■ Dean G. Rowland Collins, of the New York University graduate school of business administration, today declared that, "barring an intolerable amount of economic stupidity, and barring some nuclear holocaust, the long-run growth of the American economy is as assured and as foreordained as anything can be on this earth."

He also said that advertising has an opportunity to grow in stature. Involved in implementing that growth, he added, must be:

- Representation for advertising in top management councils, where it must have a senior voice.
- A continuation of the battle to persuade top management that advertising produces sales and that budget making must not be treated in reverse—as though sales created advertising dollars.
- A halt to advertising's frittering away its efforts on the idea that the public is a homogenized mass of predictable and controllable reactions.
- A move to less absorption with searching out universal urges, since buying results only when a brand is recognized and accepted in terms of a differential.

■ Tad Jeffery, vp and advertising director of Bulova Watch Co., New York, told of the advent of a new specialist in ad departments, who can "effect direct savings while freeing the ad manager's time" for other tasks. This newcomer he described as the administrative specialist.

At Bulova, he said, this man combines two functions—administration and cost control. He is responsible for office administration, project traffic and budget and expenditure control. He gets involved in planning and executing all but consumer advertising. His responsibility is "the business of managing advertising," Mr. Jeffery said.

■ James H. Jewell, vp in charge of marketing, Westinghouse Electric Corp., said his company plans to spend $2,500,000 this year on a public information program introducing a new "total electric home" in which electricity "illuminates, heats, cools, entertains, prepares and preserves food, does the manual labor and saves time."

■ Robert R. Burton, senior vp of Kenyon & Eckhardt, Chicago, told the ANA that the conflict between the creative and the marketing approaches to advertising was a "sham battle." In reality, said Mr. Burton, there is only a lack of communication.

"There is so much that is new and exciting in this whole marketing concept of the conduct of a business that we, both advertisers and agencies, have not as yet learned to bring its full fruits to all of our people."

He said that the outstanding creative shops are also noted for their research and they are agencies "where you would most likely receive a complete marketing plan."

"The modern advertising agency is a total agency," said Mr. Burton. "It succeeds and prospers because it understands the information and techniques of marketing; because it communicates this knowledge to gifted creative people; and because by doing both of these things well, it brings to bear on your problems a wealth of knowledge and brainpower which is far beyond that which agencies with partial viewpoints can muster."

■ A panel devoted to media focussed on more effective ways of spending media dollars. Emerson Foote, senior vp with McCann-Erickson, pointed out the astonishing rate of growth of consumer media investments, which rose from $1.4 billions in 1949 to more than $3 billions in 1959.

He also emphasized the battle for "share of mind," noting that the average individual will be exposed to 60% more advertising this year than in 1950 in terms of units of commercial time and space.

Robert Lund, publisher of *Printers' Ink*, reported on a study made by Market Planning Corp. (a McCann-Erickson subsidiary) for *PI* on factors influencing media decisions. It showed that group decisions were increasingly the rule in establishing media schedules.

■ Daniel D. Kinley, vp and manager of planning research and media at McCann-Erickson, listed 11 factors influencing media decisions: Budget, competitive activity, frequency vs. coverage, continuity, impact on distribution, flexibility, franchise position, standards of acceptance, cost per thousand, effectiveness of selling message and prospective customers.

Charles H. Brower, president of Batten, Barton, Durstine & Osborn, outlined six points "that will help restore the lost art of okaying ideas." They were: respect your creative people—or get some you can respect; curb your dogmas—try to be sure your objections are objective; remember there are always two sides and often more; if you don't like the idea, try to be specific; get into the act early (in the life of the idea); and, maybe you can improve the idea.

TV BUILT $34,000,000 VOLUME, SAYS FORD DEALER MORAN

CHICAGO, May 19—A large-volume Chicago auto dealer today gave his formula for a successful tv advertising campaign: (1) Good communication between advertiser and customer, (2) an intelligent sales message, and (3) availability of merchandise as represented in the commercials.

"The first thing you've got to do is communicate—get your audience to listen to you," Ford dealer Jim Moran said in a talk before the Broadcast Advertising Club of Chicago.

■ Mr. Moran opened his auto dealership in 1948, with a sales volume of about $290,000 for the first year. He said his '58 volume, "thanks in great part to the magic and miracle of tv," was $34,000,000.

The car dealer's first tv sponsorship was of a wrestling show, which cost $1,000. He now sponsors a weekly tv movie, and said his entire annual ad budget, including newspaper space and other costs, is "approaching $1,000,000." #

ANA Sets Plan to Improve Public's Image of Advertising

(*Continued from Page* 1)
help business executives involved in advertising "gain a fuller understanding of the principles of advertising and the effective ways to use advertising"; and push a plan in which admen will "learn how to talk intelligently and convincingly about ourselves and our work to those who condition public opinion and, hence, create the atmosphere in which we exist."

■ Meanwhile, Donald S. Frost, vp in charge of advertising for Bristol-Myers and vice-chairman of the ANA, drew back the curtain on the ANA's "Project X," which is a major part of the program outlined by Mr. Schachte.

"Project X," according to Mr. Frost, involves coming "to grips with the apparent lack of understanding on the part of many of our business associates regarding the principles, function and contribution of advertising in the business enterprise."

■ He said "Project X" would attempt "to clear the channels of communication between advertising people and other management people regarding the advertising operation." Mr. Frost added that it might also "help bridge the gap between advertising and government, the professions and even the public at large."

The project, he indicated, will be handled pretty much like the ANA's "Advertising Management Project," which was designed to help admen think more like managers. "Now we want to provide a way to help managers think more like advertising men," he said.

■ In his talk, Mr. Schachte said advertising's public image has been misshapened because "(1) Its economic contribution is not understood, (2) People dislike—or are suspicious—of being sold, (3) Advertising is the show window of products which people resent (like patent medicines, liquor, tobacco), (4) Some best-sellers have portrayed us as bums or heels, and (5) Advertising is sometimes misused, and at other times it offends the taste of influential segments of the public."

■ Mr. Schachte said that the wide failure to understand advertising's economic contribution is "basic" and "perhaps the most important" of the five reasons for the industry's poor public relations.

If the economic contribution was understood "by some of our friends in education, among the economists, in the government and the legal profession, and even in the ranks of business, there would be a lot less criticism of advertising."

He said the "dislike by some segments of the public for certain types of products" is "not directly aimed at advertising, but advertising is the whipping boy for liquor, tobacco, patent medicines and so on for some minority groups."

■ Among advertising men, he went on, the tendency has been to apply the phrase "advertising abuse" to "flagrant misrepresentation by a few fly-by-night outfits." However, he said, others, including thought leaders, apparently are "equally concerned about the advertising claims and practices of highly reputable companies."

Mr. Schachte said he hoped apologies for advertising are a thing of the past. "The knowledge that our advertising world is a goldfish bowl and hence must always be subject to criticism has for too long stunted our ambition to do something about the way people regard our profession and its output.

"The failure to correct both our faults and our faulty impressions can leave us with too few friends when we need them," he said. "Consider the plight of the liquor and cigaret businesses. It is considered so politically unwise to support either of those industries that I often wonder what kind of smoke fills the politicians' smoke-filled rooms.

■ "With little active government allegiance, these industries have been increasingly the butt of the never-ending search for tax increases. To too many vocal people, the output of these industries is considered non-essential and a little disreputable.

"And so, to some people, is the output of advertising. Even before taxation, of course, comes the threat of regulation—the feeling that the people must be protected because they can't protect themselves." Then he cautioned that "until and unless we get on with the job of improving the regard for our business and ourselves, the choice between more regulation or less may not be ours."

The ANA's public and government relations committee, which Mr. Schachte said would spear-

head the face-lifting, is currently a 21-man group with no chairman.

However, a chairman is expected to be named within 30 days and will be picked from the ranks of the committee. Its members include Robert M. Gray of Esso Standard; William G. Werner of Procter & Gamble; William C. Sproull of Burroughs Corp.; George Sykes of Union Carbide; Robert M. Whitney of Yale & Towne; Frederick Bowes Jr. of Pitney-Bowes, and John T. Morris of F. & M. Schaefer Brewing.

FIGHT UNFAIR TAXES, AFA LAWYER URGES

BEDFORD SPRINGS, PA., May 19—Each person working in advertising loses something each time the advertising field loses a battle in Washington or a state capital, John J. Ryan, legal counsel of Advertising Federation of America, charged here last week.

"If we are convinced that the advertising serves no useful purpose in our society, let us in all honesty be the ones to call in the pall bearers for our own funeral," Mr. Ryan told a meeting of the Pennsylvania Assn. of Broadcasters.

"But if we feel, instead, that the advertising industry has made and is making a real contribution to our American way of life and, far from being a villain, is actually the victim of a fashionable but irresponsible assault, then let us throw everything we have into the fight to preserve it."

▪ He charged that the current tax onslaught against advertising takes two forms—"one is the frontal attack, the direct, undisguised tax on advertising income. The other is what we might term the flank attack—the masked tax on advertising revenue," Mr. Ryan said.

The flank attack has been most successful, he said, and he gave these examples:

• Internal Revenue Service's ruling this year which disallows for excise tax purposes certain manufacturers' cost of cooperative ad campaigns.

• IRS's movement to disallow expenditures for an ever-increasing number of categories of institutional advertising as a business expense.

• Congress' perennial attempts to banish liquor ads. #

N. Y. Sales Execs Club Elects Kelly President

Philip J. Kelly, vp of Lynn Baker Inc., was elected president of the Sales Executives Club of New York at an annual election meeting May 19. He succeeds John W. Hubbell, vp of Simmons Co., who steps down June 23.

Philip J. Kelly

Other officers elected were Joseph Ardleigh, Research Institute of America, 1st vp; John T. Collins, N. Y. Automatic Canteen Corp., 2nd vp; Herman W. Leitzow, Schering Corp., secretary, and George E. Suddell, Eastman Kodak Stores, treasurer.

Ayer Moves Rogers to Coast

Edmund H. (Roddy) Rogers Jr., a tv program supervisor for N. W. Ayer & Son, New York, has been named to replace Glenhall Taylor, who resigned as manager of the agency's Hollywood office. Mr. Rogers will continue in tv program supervision, when he takes over his new duties on the West Coast about July 1. Mr. Taylor will remain with Ayer until Aug. 1, when he will form his own tv program production company in Hollywood.

Your BEST recipe belongs in the Bake-Off
...it could win the $25,000 prize!
$25,000
$5,000
Enter now! This year's Bake-Off closes June 30th!

BAKE-OFF—*This two-color page containing an entry blank for the annual Pillsbury Bake-Off in September will appear May 31 in Family Weekly, Parade and This Week Magazine. Entry blanks also will appear in newspaper ads in 180 markets, in point of purchase dispensers at grocery stores and in 6,000,000 sacks of Pillsbury's Best flour.*

New Merchandising Ideas Get Test in N.Y. Supermarkets

(*Continued from Page 1*)

If the test proves successful it will lead to the opening of other Vim branches in Safeway stores elsewhere in the New York area. There are 175 Safeway stores in the company's New York division. Vim operates a chain of 61 stores in metropolitan New York.

Vim is currently using ads in the *Newark News* and the *New York Mirror, Post* and *Times*, which the company places directly.

▪ The experiment of selling Schrafft products in supermarkets has still to be launched. A company executive said that local advertising may be used but that details have not been decided.

The East Brunswick Safeway test with washers and dryers is expected to be ready in about three weeks. It is planned to allow customers to wash clothes free with a minimum grocery purchase, but how much that will be has not been determined.

It is noteworthy also that Grand Union Co. operates three New Jersey Grand-Way discount centers which are so-called king-size supermarkets with king-size nonfood departments which compete directly with the discount houses.

'Plans & Projects' Becomes 'Urban/Regional Planning'

Plans & Projects, New York, new bi-monthly publication for urban and regional planning, published its first issue last week with the announcement that it will change its title with its second issue to *Magazine of Urban/Regional Planning*. At press time, it was discovered that the original title has been used for many years by a company magazine published by F. H. McGraw & Co., engineer and contractor.

Base advertising rate of the new publication is $575, based on a circulation guarantee of 12,000. Publisher is Peter J. Blake, former export manager of Minneapolis-Moline Co. John C. McLearen, formerly international advertising manager of Minneapolis-Moline, is vp and advertising director. Address is 1186 Broadway, New York.

Daly Joined Ludgin in 1945

Jane Daly, vp in charge of radio-tv of Earle Ludgin & Co., who last week announced her resignation effective June 15 (AA, May 18), joined Ludgin in 1945, not 1955, as erroneously reported in ADVERTISING AGE.

Last Minute News Flashes

Philips Electronics Names NL&B, McKim, Reynolds

TORONTO, May 22—Philips Electronics Industries Ltd. has divided its $450,000 advertising account among three agencies with Needham, Louis & Brorby getting Philishave electric shavers; McKim Advertising Ltd. obtaining radio and television appliances; and E. W. Reynolds Ltd. procuring Philips electronic tubes and Rogers Majestic Radio Corp., a Philips subsidiary. Erwin Wasey, Ruthrauff & Ryan was the former agency.

Air India Switches to Van Brunt from Seix

NEW YORK, May 22—Air India International will move its account July 1 from James C. Seix Inc. to Van Brunt & Co. An expanded advertising program will be launched in September in magazines.

Colgate's Spree Enters Three Test Markets

NEW YORK, May 22—Colgate-Palmolive Co. is introducing its new Spree combination detergent-soap bar in western Michigan, northern Florida and Columbia, S. C. Radio, tv and newspaper supplement advertising will break in the test markets next month. McCann-Erickson is the agency.

Foster-Grant Names D&C; Other Late News

• **Foster-Grant Co.**, Leominster, Mass., maker of sun glasses and plastics raw materials, has named Donahue & Coe, New York, to handle advertising for all divisions. The budget reportedly is more than $500,000. Previously Hoag & Provandie, Boston, and Burke Dowling Adams Inc. shared the account.

• **Daystrom Systems**, San Diego, a division of Daystrom Inc., Murray Hill, N. J., will launch a new ad campaign May 30 in business publications to promote its automatic control systems for industrial plants. Media include *Business Week, Chemical Week, Electrical World, Instruments & Control Systems, Iron Age, ISA Journal, Nucleonics* and *Petroleum Refiner*. Phillips-Ramsey is the agency.

• **John F. Connery** has been named advertising director of the *National Geographic Magazine*, succeeding the late Gilbert G. La Gorce. He formerly was advertising manager of the magazine in New York, where he will continue to maintain headquarters.

• **Settlement of the 99-day strike** at the *St. Louis Globe-Democrat* was expected to be formalized at a meeting of the St. Louis Newspaper Guild meeting May 22. The guild negotiating committee reached agreement with management May 19. Richard H. Amberg, publisher, told ADVERTISING AGE that he hopes the newspaper will resume publication June 1. Mr. Amberg said negotiations for new offices in downtown St. Louis are expected to be completed in a few days.

• **If Hudson Pulp & Paper Corp.**, New York, does not find a new agency among the big-billing shops it has been interviewing the past few weeks, it will open the ranks—probably next week—to a group of smaller agencies which have been biding their time so far.

• **Joining Tatham-Laird**, New York, to work on the Whitehall Laboratories' Dristan account reportedly are Joshua Wills, Christel Utsch and Blanche Cosgrave, all formerly with Bryan Houston Inc.

• **Lever Bros.**, New York, has cut back on its product publicity program and has dropped Margaret Brown, Helen McNabb and Kathryn Saunders from the pr staff in a move toward consolidation and mechanization. Pr director Ed Drew said there will be more emphasis on corporate activities and selective rather than broadside product publicity in the future. The move is expected to result in a six-figure saving for Lever.

• **Sussex Foods**, New York, has named Hicks & Greist as the agency for its new Popeye peanut butter, introduced about a year ago. The first major advertising drive will break soon with tv spots to be scheduled in a number of test markets.

• **Wilson & Co.** is marketing nationally a new "economy" moist dog food, Robust. It retails for about 13¢ a can, compared with about 16¢ on Wilson's Rival. Advertising will be in newspapers and outdoor. No starting date has been set. Roche, Rickerd & Cleary, Chicago, handles the account.

• **James T. Aubrey**, formerly vp for creative services at CBS-TV, has been named exec vp, in which post he will be No. 2 man to Louis G. Cowan, president of the network. Hubbell Robinson Jr., also an exec vp, is responsible for programming; Mr. Aubrey will have "general supervision of all departments."

• **In reporting a General Mills** promotional tie-in with Pontiac (AA, May 18), ADVERTISING AGE said that MacManus, John & Adams was handling the promotion. Actually, Knox Reeves Advertising, Minneapolis, is handling it for General Mills; MacManus, John & Adams is the Pontiac agency, and the promotion involves Pontiac advertising on GM cereal boxes, with 32 cars offered as prizes.

• **Details of coverage of the Floyd Patterson-Ingemar Johansson title fight** on theater tv, radio and motion pictures on June 25 in New York will be revealed Monday (May 25). TelePrompTer Corp. paid $300,000 for the ancillary rights and will feed the closed circuit telecast to more than 174 theaters and areas in the U. S. and Canada. United Artists Corp. reportedly will sponsor the broadcast on radio, the network to be selected later. There will be no home tv.

• **Eliot S. Howell**, formerly sales manager, has been promoted to vp in charge of marketing for Q-Tips Inc., Long Island City, N. Y.

• **A committee of American Assn. of Newspaper Representatives** met today (May 22) in New York with Charles Lipscomb, president of Bureau of Advertising, to consider a plan conceived by Mr. Lipscomb in connection with the "third selling force" proposed by AANR (AA, Jan. 26). Under the Lipscomb plan, AANR would work in conjunction with BofA's sales, marketing promotion and research department, and a top level sales executive would be hired by BofA to work equally with both organizations.

• **Taylor Poore**, vp and executive art director of Wentzel, Wainwright, Poister & Poore, Chicago, will leave the agency June 1 to open his own advertising and editorial design consulting company at 333 N. Michigan Ave. Wentzel, Wainwright will be one of his clients. He becomes the second principal to leave in the past six weeks; Thomas Wainwright, vp and creative director, left to join Kastor, Hilton, Chesley, Clifford & Atherton (AA, April 6).

BBDO Needs 2-Car Garage With New Valiant

(*Continued from Page 1*)

uary.

It also was thought that Chrysler would place the Valiant in a separate division, so that it could pick the dealers to handle the car. It may be produced by Dodge. Details on the Valiant are still secret, but it will carry six people and has "hat-room" front and back. Detroiters also thought Chrysler would be the last of the big three to move its car into the market.

In all, it was a busy week on the small car front. Ford Motor Co. yesterday confirmed that the small car it will produce next fall or winter will be called the Falcon. L. L. Colbert, Chrysler president, then confirmed officially that Chrysler would produce a small car, the Valiant (AA, May 18).

▪ With the log jam of rumors now giving way to official statements, General Motors Corp. announced that it will produce its much discussed Corvair.

BBDO also handles advertising for Chrysler Corp.'s De Soto line.

It has previously been learned that J. Walter Thompson Co. (Ford cars) will handle Falcon advertising for Ford Motor and that Campbell-Ewald (Chevrolet) will be the agency for GM's Corvair.

Ford Motor Co. of Canada, Toronto, also moved into the small car picture this week, announcing it will produce the Falcon, plus another small car as yet unnamed, as part of its Meteor line.

▪ In Chicago, Charles H. Brower, president of BBDO, told AA that neither an opening date for the campaign nor a media plan had yet been set. The BBDO work on Valiant will be supervised by Robert E. Anderson, vp in charge of the Detroit office. Charles Murphy, who worked on the F. & M. Schaefer Brewing account in New York, has been transferred to Detroit and assigned to Valiant. BBDO expects to duplicate its De Soto district service system on Valiant. #

K&E Adds Foreign Fords

DETROIT, May 22—As advertising for the Falcon is added to J. Walter Thompson Co.'s Ford Motor Co. assignment, U. S. advertising for the English Ford and Taunus, the German Ford, are being shifted to Kenyon & Eckhardt, which now has Mercury and Edsel. This business, now totaling about $250,000, has been growing as U. S. sales of these makes have increased. #

Outdoor Ad Field Hears Good, Bad Washington News

(*Continued from Page 1*)

It was indicated that other departments likewise may tighten their control setups, as provided for in the law.

The congressional move yesterday to modify the Commerce Department's outdoor control program came in the form of an amendment to a bill reported by the public roads committee to provide financing for the highway program in 1961 and 1962.

Sponsored by Rep. Jim Wright (D. Tex.), the amendment specifies that the 0.5% bonus proffered to states which set up stipulated outdoor restrictions will not apply to highways constructed in municipalities or in industrial or commercial areas. #

7

HUNDRED

THOUSAND

PLUS

LIVING's average net paid circulation for the first quarter of this year was 702,564 copies*... an 8% dividend for advertisers over the circulation on which advertising rates were based.

Add to this a ...

16

PERCENT GAIN

in advertising pages for the first six months of 1959, and you have a magazine of outstanding sales potency for all Manufacturers of goods and services for the home.

The Time Of Purchase Magazine

LIVING
FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION
575 Madison Ave., New York 22, N. Y.

*Publisher's own estimate for first quarter of 1959.

Estimated TV Expenditures by Product Class: 1958

Network and Spot

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports (network) and N. C. Rorabaugh (spot)

	Total TV	Spot TV	Network TV
AGRICULTURE	$ 1,378,154	$ 1,350,000	$ 28,154
Feeds, Meals	774,154	746,000	28,154
Miscellaneous	604,000	604,000	
ALE, BEER & WINE	50,502,987	44,214,000	6,288,987
Beer & Ale	46,172,656	40,299,000	5,873,656
Wine	4,330,331	3,915,000	415,331
AMUSEMENTS, ENTERTAINMENT	771,616	559,000	212,616
AUTOMOTIVE	58,840,855	7,376,000	51,464,855
Anti-Freeze	1,170,251	112,000	1,058,251
Batteries	884,984	131,000	753,984
Cars	46,119,575	4,134,000	41,985,575
Tires & Tubes	4,112,266	1,554,000	2,558,266
Trucks & Trailers	2,354,178	132,000	2,222,178
Miscellaneous Accessories & Supplies	2,583,525	1,313,000	1,270,525
Automotive Institutional	1,616,076		1,616,076
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	17,675,494	2,789,000	14,886,494
Fixtures, Plumbing, Supplies	562,000	562,000	
Materials	3,623,716	656,000	2,967,716
Paints	2,792,760	1,185,000	1,607,760
Power Tools	275,996	59,000	216,996
Miscellaneous	452,903	327,000	125,903
Industrial Materials Institutional	9,968,119		9,968,119
CHEMICALS INSTITUTIONAL	404,969		404,969
CLOTHING, FURNISHINGS, ACCESSORIES	17,215,439	13,241,000	3,974,439
Clothing	13,793,587	11,269,000	2,524,587
Footwear	2,694,327	1,445,000	1,249,327
Hosiery	556,499	497,000	59,499
Miscellaneous	171,026	30,000	141,026
CONFECTIONS & SOFT DRINKS	40,254,724	28,237,000	12,017,724
Confections	21,191,973	12,039,000	9,152,973
Soft Drinks	19,062,751	16,198,000	2,864,751
CONSUMER SERVICES	26,325,054	14,605,000	11,720,054
Dry Cleaning & Laundries	81,000	81,000	
Financial	2,298,209	2,181,000	117,209
Insurance	9,717,696	2,773,000	6,944,696
Medical & Dental	151,000	151,000	
Moving, Hauling, Storage	317,000	317,000	
Public Utilities	9,838,706	7,099,000	2,739,706
Religious, Political Unions	2,302,089	1,224,000	1,078,089
Schools & Colleges	135,000	135,000	
Miscellaneous Services	1,484,354	644,000	840,354
COSMETICS & TOILETRIES	126,107,799	46,749,000	79,358,799
Cosmetics	14,291,147	8,133,000	6,158,147
Deodorants	10,393,933	3,426,000	6,967,933
Depilatories	365,560	295,000	70,560
Hair Tonics & Shampoos	25,099,209	8,674,000	16,425,209
Hand & Face Creams, Lotions	6,634,264	2,813,000	3,821,264
Home Permanents & Coloring	19,399,683	5,890,000	13,509,683
Perfumes, Toilet Waters, etc.	2,191,874	1,704,000	487,874
Razors, Blades	10,523,583	1,904,000	8,619,533
Shaving Creams, Lotions, etc.	7,397,084	1,694,000	5,703,084
Toilet Soaps	26,257,410	10,744,000	15 513,410
Miscellaneous	3,554,052	1,472,000	2,082,052
DENTAL PRODUCTS	34,330,671	14,467,000	19,863,671
Dentifrices	29,026,972	11,132,000	17,894,972
Mouth Washes	3,631,484	2,455,000	1,176,484
Miscellaneous	1,672,215	880,000	792,215
DRUG PRODUCTS	98,224,639	44,626,000	53,598,639
Cold Remedies	20,347,749	12,863,000	7,484,749
Headache Remedies	28,592,976	7,792,000	20,800,976
Indigestion Remedies	14,925,100	8,988,000	5,937,100
Laxatives	8,510,764	3,082,000	5,428,764
Vitamins	8,654,652	2,825,000	5,829,652
Weight Aids	2,199,936	1,917,000	282,936
Miscellaneous Drug Products	14,115,792	6,285,000	7,830,792
Drug Stores	877,670	874,000	3,670
FOOD & GROCERY PRODUCTS	243,515,420	135,687,000	107,828,420
Baked Goods	30,600,235	26,469,000	4,131,235
Cereals	38,943,194	11,552,000	27,391,194
Coffee, Tea & Food Drinks	49,040,909	32,140,000	16,900,909
Condiments, Sauces, Appetizers	9,521,787	5,515,000	4,006,787
Dairy Products	19,639,043	7,853,000	11,786,043
Desserts	6,646,848	2,023,000	4,623,848
Dry Foods (Flour, Mixes, Rice, etc.)	20,544,486	8,314,000	12,230,486
Fruits & Vegetables, Juices	17,818,420	9,429,000	8,389,420
Macaroni, Noodles, Chili, etc.	2,984,184	1,934,000	1,050,184
Margarine, Shortenings	12,691,659	6,673,000	6,018,659
Meat, Poultry & Fish	9,973,214	6,366,000	3,607,214
Soups	4,107,958	461,000	3,646,958
Miscellaneous Foods	10,040,510	6,420,000	3,620,510
Miscellaneous Frozen Foods	1,878,973	1,454,000	424,973
Food Stores	9,084,000	9,084,000	
GARDEN SUPPLIES & EQUIPMENT	880,638	661,000	219,638
GASOLINE & LUBRICANTS	27,979,209	24,479,000	3,500,209
Gasoline & Oil	26,911,209	23,411,000	3,500,209
Oil Additives	858,000	858,000	
Miscellaneous	210,000	210,000	
HOTELS, RESORTS, RESTAURANTS	521,705	423,000	98,705
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	46,098,594	29,650,000	16,448,594
Cleaners, Cleansers	31,581,550	24,051,000	7,530,550
Floor & Furniture Polishes, Waxes	9,097,030	4,146,000	4,951,030
Glass Cleaners	1,883,042	392,000	1,491,042
Home Dry Cleaners	1,001,519	405,000	596,519
Shoe Polish	1,456,653	148,000	1,308,653
Miscellaneous Cleaners	1,078,800	508,000	570,800
HOUSEHOLD EQUIPMENT—APPLIANCES	18,996,479	4,621,000	14,375,479
HOUSEHOLD FURNISHINGS	5,353,509	2,926,000	2,427,509
Beds, Mattresses, Springs	1,807,881	1,671,000	136,881
Furniture & Other Furnishings	3,545,628	1,255,000	2,290,628
HOUSEHOLD LAUNDRY PRODUCTS	76,237,980	29,940,000	46,297,980
Bleaches, Starches	6,648,628	4,814,000	1,834,628
Packaged Soaps, Detergents	67,510,561	23,217,000	44,293,561
Miscellaneous	2,078,791	1,909,000	169,791
HOUSEHOLD PAPER PRODUCTS	15,153,884	5,163,000	9,990,884
Cleansing Tissues	2,170,063	1,411,000	759,063
Food Wraps	4,970,803	1,417,000	3,553,803
Napkins	1,914,937	347,000	1,567,937
Toilet Tissue	3,558,086	755,000	2,803,086
Miscellaneous	2,539,995	1,233,000	1,306,995
HOUSEHOLD GENERAL	10,257,185	4,101,000	6,156,185
Brooms, Brushes, Mops, etc.	524,372	430,000	94,372
China, Glassware, Crockery, Containers	1,456,429	356,000	1,100,429
Disinfectants, Deodorizers	3,599,480	1,090,000	2,509,480
Fuels (heating, etc.)	488,000	488,000	
Insecticides, Rodenticides	2,143,821	821,000	1,322,821
Kitchen Utensils	272,362	89,000	183,362
Miscellaneous	1,772,721	827,000	945,721
NOTIONS	415,720	384,000	31,720
PET PRODUCTS	11,665,699	4,411,000	7,254,699
PUBLICATIONS	1,559,069	757,000	802,069
SPORTING GOODS, BICYCLES, TOYS	5,209,243	3,045,000	2,164,243
Bicycles & Supplies	335,905	35,000	300,905
Toys & Games	3,497,873	2,819,000	678,873
Miscellaneous	1,375,465	191,000	1,184,465
STATIONERY, OFFICE EQUIPMENT	2,834,817	149,000	2,685,817
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	11,495,606	1,501,000	9,994,606
Antennas	163,844	108,000	55,844
Radio & Television Sets	6,245,688	208,000	6,037,688
Records	1,732,149	750,000	982,149
Miscellaneous	3,353,925	435,000	2,918,925
TOBACCO PRODUCTS & SUPPLIES	93,443,822	31,119,000	62,324,822
Cigarettes	89,248,461	28,164,000	61,084,461
Cigars, Pipe Tobacco	3,413,776	2,562,000	851,776
Miscellaneous	781,585	393,000	388,585
TRANSPORTATION & TRAVEL	5,641,358	2,937,000	2,704,358
Air	2,471,600	1,469,000	1,002,600
Bus	2,125,111	666,000	1,459,111
Rail	702,000	702,000	
Miscellaneous	342,647	100,000	242,647
WATCHES, JEWELRY, CAMERAS	20,550,151	4,459,000	16,091,151
Cameras, Accessories, Supplies	9,177,184	290,000	8,887,184
Clocks & Watches	5,064,188	1,925,000	3,139,188
Jewelry	413,794	160,000	253,794
Pens & Pencils	4,918,875	1,988,000	2,930,875
Miscellaneous	976,110	96,000	880,110
MISCELLANEOUS	8,517,912	7,144,000	1,373,912
Trading Stamps	892,000	892,000	
Miscellaneous Products	4,133,912	2,760,000	1,373,912
Miscellaneous Stores	3,492,000	3,492,000	
Total	$1,078,360,401	$511,770,000	$566,590,401

Food Advertising Led '58 Spending in TV, Says TvB

(Continued from Page 2)

N. C. Rorabaugh Co.; the network figures are provided by Leading National Advertisers and Broadcast Advertisers Reports.

The big three in tv spending, on the basis of gross time charges only, were Procter & Gamble, Lever Bros. and Colgate-Palmolive. P&G's budget was more than double those of the runners-up.

Twenty of the 100 pace setters used spot only; for the most part they were companies without national distribution. Four used network only: Radio Corp. of America, U. S. Steel Corp., Armstrong Cork Co. and Singer Mfg. Co. #

Gerson Elected Club Head

Irving B. Gerson, merchandising executive of Young & Rubicam, was elected president of the Merchandising Executives Club of Chicago. Other officers include Werner J. Jensen, assistant general manager, Borden Co., and Redmond P. Hogan, an advertising and sales promotion manager, Kraft Foods, vps; Flory G. Koralik, merchandising manager, Foote, Cone & Belding, treasurer, and Albert J. Hawkes Jr., manager of new consumer products for Bauer & Black, secretary.

Barborka Heads New Blair Unit

(Continued from Page 2)

handles 46 radio stations; it has stations in 20 of the top 25 markets.

■ In announcing the new division, Blair recalled a trend-making step it took more than 20 years ago. At that time it lured a top adwoman, Holly Shively (now vp at EWRR), away from Lord & Thomas to work with advertisers and agencies in perfecting new ways of using spot radio. She was given the title of director of sales development.

The representative thinks its latest move may prove to be equally significant.

■ Effective July 1, when the new division is activated, Thomas C. Harrison will take over as vp and director of Blair's Chicago office. Now a sales executive in the New York office, he has been with the company since 1954, except for brief periods with ABC Radio and the Henry I. Christal Co.

Mr. Harrison's post in New York will be filled by Albert C. Long, now director of the sales development department. #

Garrett, Mahoney Join Brady

David C. Garrett and John S. Mahoney have been appointed to the account handling staff of Brady Co., Appleton, Wis. Mr. Garrett was formerly a vp of Grant Advertising, Los Angeles. Mr. Mahoney was an account executive at Gordon & Hempstead, Chicago, before moving to Brady.

Clark Fishel takes the stand for electronics

Texas Instruments Incorporated is a name that has skyrocketed into prominence since its adoption in 1951 by a company then principally engaged in geophysical instrumentation and exploration for petroleum. In the succeeding eight short years, TI has extended its activity into electrical, electronic and nuclear fields with such vigor that sales have increased twelve-fold to a current rate of over $185,000,000.

Clark W. Fishel is Merchandising Manager of TI, which now is composed of four manufacturing divisions: the Semiconductor-Components Division makes transistors, diodes, rectifiers, resistors, capacitors, IR cells, solar cells, etc.; the Apparatus Division makes radar, sonar, infrared, and magnetic equipment and systems; the GeoSciences and Instrumentation Division is still the world's largest geophysical exploration contractor and makes geophysical and industrial instruments and systems; the Metals & Controls Division makes clad metal products, thermostatic and electrical controls, and nuclear fuel elements and cores.

Mr. Fishel, according to a November 11, 1958 count, 80 members of your organization paid to receive electronics each week. Yet your company ordered 32 company-addressed subscriptions. Would you explain this?

Considering the importance of the electronics industry to us, and the importance of communication to any industry or corporation in a fast-moving technology . . . I would be surprised if it were any different.

Mr. Fishel, TI is currently concentrating 86 pages of advertising in electronics. In 1958 you ran 25 pages of bleed-color advertisements, 15 pages of B&W bleed and 13 covers. Would you tell why electronics plays such a dominant role in your advertising plans?

Because—due to its editorial format and circulation—it covers the industry like a blanket. Certainly I know that we can buy magazines with a cheaper rate per gross thousand or with more readers in some specific category . . . but nowhere else can we find such a catholic combination. Naturally we advertise heavily in it.

If it's about electronics, it's advertised and read in **electronics**.

electronics

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